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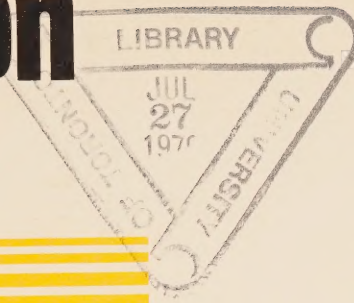


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ONTARIO RECREATION SURVEY



Tourism and
Recreational
Behaviour
of Ontario
Residents



5 Preference & Constraints

5

ONTARIO
RECREATION
SURVEY

Tourism
and
Outdoor
Recreation
Planning
Study

TOURISM AND RECREATIONAL BEHAVIOUR
OF ONTARIO RESIDENTS - VOLUME 5:
PREFERENCE AND CONSTRAINTS



TOURISM AND OUTDOOR RECREATION PLANNING STUDY COMMITTEE
QUEEN'S PARK, TORONTO

MARCH 1978

Ontario Miscellaneous publications



Provincial
Secretary for
Resources
Development

Parliament Buildings
Queen's Park
Toronto Ontario

April 1, 1977

As Provincial Secretary of the Cabinet Committee to which the interministerial Tourism and Outdoor Recreation Planning Study Committee reports, it is my pleasure to make available the series of final reports derived from the Ontario Recreation Survey.

The Ontario Recreation Survey has been a project of the interministerial Tourism and Outdoor Recreation Planning Study (TORPS) Committee, a committee made up of representatives from the ministries of the Ontario Government which play a major role in the provision of recreation and tourism opportunities in Ontario.

Several years ago, in recognition of the need for a comprehensive data base on the recreation and tourism behaviour of Ontario residents, the TORPS Committee initiated the process which resulted in the designing, conducting, analysing, and reporting of results from the Ontario Recreation Survey.

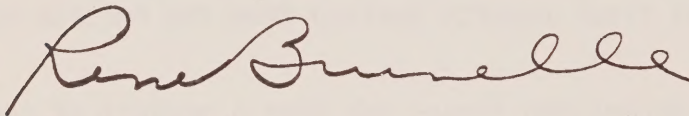
The reports included in this series are based on a data bank containing the results of over 10,000 scientifically conducted personal interviews of a carefully selected group of Ontario residents during the period May 1, 1973 to April 30, 1974.

The primary purpose of the Survey was to provide comprehensive, valid information on recreation and tourism participation patterns and preferences and to gain a better insight into various aspects of recreation behaviour of Ontario residents.

The need for such information was earlier identified by the TORPS Committee as being essential if comprehensive recreation and tourism planning was to occur at any or all of the provincial, regional, or local levels.

It is my sincere hope that recreation and tourism planners and managers at all levels of government and also the private sector, as well as academics, will find these published results of value to them. I strongly urge that they will make full use of the reports and the data upon which they were based. When this is done, I anticipate with confidence that recreation and tourism planning, management, and research in the province will be carried out at a quality and level of understanding unequalled in Canada.

Sincerely,

A handwritten signature in dark ink, reading "Rene Brunelle". The signature is fluid and cursive, with the first name "Rene" and last name "Brunelle" clearly distinguishable.

Rene Brunelle
Minister

T.O.R.P.S.

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* Dr. P. Klopchic, Mr. T. Spearin, Mr. S. Solway and Mr. L. Siu, no longer associated with T.O.R.P.S., also made major contributions to the initiation and development of the Ontario Recreation Survey.

TOURISM AND RECREATIONAL BEHAVIOUR OF ONTARIO RESIDENTS -
VOLUME 5: PREFERENCE AND CONSTRAINTS was prepared by
Bruce Pack and Larry Douglas with the assistance of
Patrick Buckley.

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INTRODUCTION

1. GENERAL

This is the fifth in a series of reports describing results from the Ontario Recreation Survey (ORS). The main objectives of the actual survey are to obtain estimates of the incidence, frequency, and location of recreational participation, and to provide estimates related to the travel mode, accommodation type, and destinations of the weekend and vacation trips of Ontario residents. Considerable information about the use of free time, preferences and constraints, and demographics, is also available to provide a complete context for the interpretation of activity and trip data.

The four primary purposes for which the data were collected are:

- (a) to aid government ministries in developing plans and policies for efficiently providing recreational opportunities that will maximize user satisfaction;
- (b) to provide the integrated data base required for the detailed analysis necessary to gain a better understanding of the complexities of tourism and recreation behaviour;
- (c) to provide a basis for the comparison and validation of results from existing surveys;
- (d) to provide data necessary for the development of models of tourism and recreation that can be used to

evaluate alternative strategies for providing recreational opportunities.

The ORS is perhaps the most comprehensive tourism and recreation survey yet carried out in North America. In total, 10,230 residents each completed a twenty-four page questionnaire which dealt with 73 recreational activities. Over 97 per cent of Ontario residents twelve years of age and older were eligible to be interviewed in any of the twelve months from May 1973 to April 1974.

The Ontario residents who were interviewed were selected in a multi-stage, probability sampling design. As the first stage of stratification, the Province was divided into seven geographical areas. The second stage of stratification was based on the degree of urbanization. At this stage, the five strata which included municipalities with populations both greater and less than 50,000 were further divided into large and non-large urban substrata. As a result, the sample included twelve strata.

Questionnaires were administered by thoroughly trained interviewers under the supervision of Market Facts of Canada Ltd. Very strict sampling procedures were followed throughout the survey. Interviewers were not allowed to substitute either households or respondents within households. Only one respondent per household was eligible to be interviewed and up to five separate attempts to contact the selected person were required. Such a procedure is costly, but it ensures the inclusion

of highly active individuals who are, typically the most difficult to contact.

The ORS was designed to take place over twelve consecutive months to provide an unbiased perspective of resident tourism and recreational behaviour - much of which is seasonal in nature. Detailed questions about participation in activities and descriptions of weekend and vacation trips were restricted to the three months prior to the day of the interview. Details about free-time use were asked only for the day before the interview.

Data from the survey have been carefully edited. The procedures included two independent manual edits and one computerized edit. Interviews have been weighted to increase the accuracy of estimates. The weights adjust estimates for differences in the sampling rate among strata and months; and differences between the age and sex distributions of the sample and the Ontario population.

The serious user of data from the Ontario Recreation Survey will want a more complete description of the survey than the brief and highly generalized one that has been described above. Detailed background information is available from two documents. The Survey Specifications, Interviewer's Instruction Manual, List of Working Definitions and the Questionnaire are found in: ONTARIO RECREATION SURVEY - SURVEY DOCUMENTS, 1973, Tourism and Outdoor Recreation Planning Study, Queen's Park, Toronto. Specific uses for which the data were collected - the ORS Pilot

Study; Sample Design and Estimation Procedures; Design, Content and Structure of ORS Questionnaire; and Verification and Editing of the ORS Data - are all described in: TOURISM AND RECREATIONAL BEHAVIOUR OF ONTARIO RESIDENTS - VOLUME 8: USER'S GUIDE TO ANALYSIS, Tourism and Outdoor Recreation Planning Study, 1977, Queen's Park, Toronto.

For a more complete description of other characteristics of tourism and recreational behaviour of Ontario residents, other than preference and constraints, the reader should refer to the companion reports in this series. They are:

- (a) Tourism and Recreational Behaviour of Ontario Residents - Volume 1: GEOGRAPHIC DIMENSIONS
- (b) Tourism and Recreational Behaviour of Ontario Residents - Volume 2: DEMOGRAPHICS
- (c) Tourism and Recreational Behaviour of Ontario Residents - Volume 3: TRAVEL AND TOURISM
- (d) Tourism and Recreational Behaviour of Ontario Residents - Volume 4: FREE TIME
- (e) Tourism and Recreational Behaviour of Ontario Residents - Volume 6: SPECIAL GROUPS
- (f) Tourism and Recreational Behaviour of Ontario Residents - Volume 7: PROFILES OF PARTICIPANTS

2. PREFERENCE AND CONSTRAINTS

This report deals with two major aspects of the tourism and recreation preferences of Ontario residents. The first section of the report examines the preferred activities of Ontario residents, the demographic characteristics of residents preferring these activities and the perceived constraints affecting their ability to achieve their desired levels of participation. The second section is oriented toward preferences for weekend and vacation trips.

For the purposes of this report preference types have been sub-divided into three types according to whether they deal with activities participated in during the past twelve months; activities participated in prior to but not during the past twelve months; or activities never participated in before. In order to maintain a minimum level of reliability, only those activities of a particular preference type identified by two per cent or more of the population are considered in any analysis.

Observations are based upon tables which describe:

- (a) the percentage of residents with selected demographic characteristics wanting to participate more often, again or for the first time in these activities;
- (b) the demographic distributions of all residents wanting to participate in selected activities more often, again or for the first time.

The first type of analysis allows one to answer such questions as: Is there a larger percentage of all people between 12 and 19 years of age who want to water-ski for the first time than is the case for people 20 to 49 years of age?

The second type of analysis allows one to answer such questions as: What percentage of all residents who want to water-ski for the first time are (a) 12 to 19 years of age, (b) 20 to 49 years of age, (c) 50 years of age and over?

The following demographic characteristics are used in both types of analysis:

| | |
|--------------------------------|---|
| AGE OF RESPONDENT | DWELLING TYPE |
| SEX OF RESPONDENT | HOUSEHOLD COMPOSITION |
| ANNUAL HOUSEHOLD INCOME | RESIDENTIAL MOBILITY |
| EDUCATION OF HEAD OF HOUSEHOLD | OCCUPATION OF HEAD OF HOUSEHOLD |
| EDUCATION OF RESPONDENT | LANGUAGE SPOKEN MOST FREQUENTLY IN THE HOME |
| COMMUNITY SIZE | |

The reasons (constraints) listed by respondents for not achieving their desired levels of participation in selected recreational activities are categorized as follows:

| | |
|---|---|
| NO OPPORTUNITY NEAR MY HOME | PHYSICALLY UNABLE |
| COSTS TOO MUCH | NO TIME BECAUSE OF WORK OR SCHOOL RESPONSIBILITIES |
| FACILITIES ARE OF POOR QUALITY, INADEQUATE, NOT CHALLENGING | NO TIME BECAUSE OF FAMILY AND HOME RESPONSIBILITIES |
| FACILITIES ARE TOO CROWDED | TOO DANGEROUS |
| I LACK THE SKILL | ALL OTHER REASONS |

At a more detailed level, reasons for less than desired participation in selected activities by residents

having selected demographic characteristics are provided.

The tourism oriented section of the report contains an analysis of the weekend and vacation trips that residents would most like to take within the next five years. Data are provided regarding:

- (a) the per cent of residents having various demographic characteristics who desire to participate in a particular activity, use a particular type of accommodation or visit a particular destination while on a preferred weekend or vacation trip;
- (b) the demographic distribution of all residents who wish to participate in a particular activity, use a particular type of accommodation or visit a particular destination while on a preferred weekend or vacation trip.

When combined these data provide information regarding which activities residents would most like to do while using various types of accommodations at particular destination areas while on a weekend or vacation trip. The reasons given by residents for preferring various types of accommodations on a weekend or vacation trip are also summarized.

EXECUTIVE SUMMARY

1. PREFERRED ACTIVITIES

In the activity preference section of the ORS questionnaire respondents were asked to list the activities in which they wished to increase their participation. These preferences for increased participation in free time activities have been differentiated into three types according to whether they deal with present, past or new activities.

1.1 Present Activities

- . The five most popular activities in which present participants would like to engage more frequently are: swimming, fishing, travelling or touring, camping and golfing.
(Table ES-1)

- . Swimming is the top-ranking preferred activity in the vast majority of demographic categories. It is especially preferred by residents who are 12 to 19 years of age as over 23 per cent of them desire increased participation.
(Table A-1)

- . Increased participation in fishing is most highly preferred by male anglers (23.9%) while residents who are 50 years of age and older have the highest preference for travelling more frequently.
(Tables A-1, A-2)

TABLE ES-1

TOP RANKING ACTIVITIES
BY PREFERENCE TYPE

| <u>Activities in Which More Frequent Participation is Desired</u> | <u>Activities in Which Former Participants Want to Engage Again</u> | <u>Activities in Which Respondents Desire to Begin Participation</u> |
|---|---|--|
| 1. Swimming | 1. Alley Bowling | 1. Downhill Skiing |
| 2. Fishing | 2. Ice Skating | 2. Water-skiing |
| 3. Travelling or Touring | 3. Camping | 3. Recreational Flying or Sky Diving |
| 4. Camping | 4. Downhill Skiing | 4. Skin or Scuba Diving |
| 5. Golfing | 5. Fishing | 5. Cross-country Skiing |
| 6. Ice Skating | 6. Horseback Riding | 6. Tennis |
| 7. Tennis | 7. Travelling or Touring | 7. Golfing |
| 8. Snowmobiling | 8. Swimming | 8. Horseback Riding |
| 9. Alley Bowling | 9. Tennis | 9. Sailing |
| 10. Motor Boating | 10. Water-skiing | 10. Curling |

1.2 Past Activities

- . The top five ranking activities in which former participants wish to participate again are: alley bowling, ice skating, camping, downhill skiing and fishing.
(Table ES-1)
- . There is a considerable amount of variation among the demographic categories with regard to preferences for past activities.
- . Female respondents exhibit the highest preference for renewing participation in alley bowling (9.1%), while residents who have made two or more residential moves within the past five years have the highest preference for re-establishing participation in camping.
(Tables A-12, A-18)

1.3 New Activities

- . The most popular activities in which respondents wish to participate for the first time are downhill skiing, water-skiing, recreational flying or skydiving, skin or scuba diving and cross-country skiing.
(Table ES-1)
- . The above five activities maintain a consistently high rank in the majority of the demographic categories.
- . In comparison with all other demographic categories, residents who are 12 to 19 years of age have the highest percentage of their members preferring to begin participation in downhill skiing (9.1%), water-skiing (13.3%) and skin or scuba diving (9.8%).
(Table A-21)

- . Residents whose household head is employed in a managerial, administrative or related occupation, as well as those who have a post-secondary school education have the highest preferences for beginning recreational flying. (Table A-29)

2. CONSTRAINTS TO PARTICIPATION

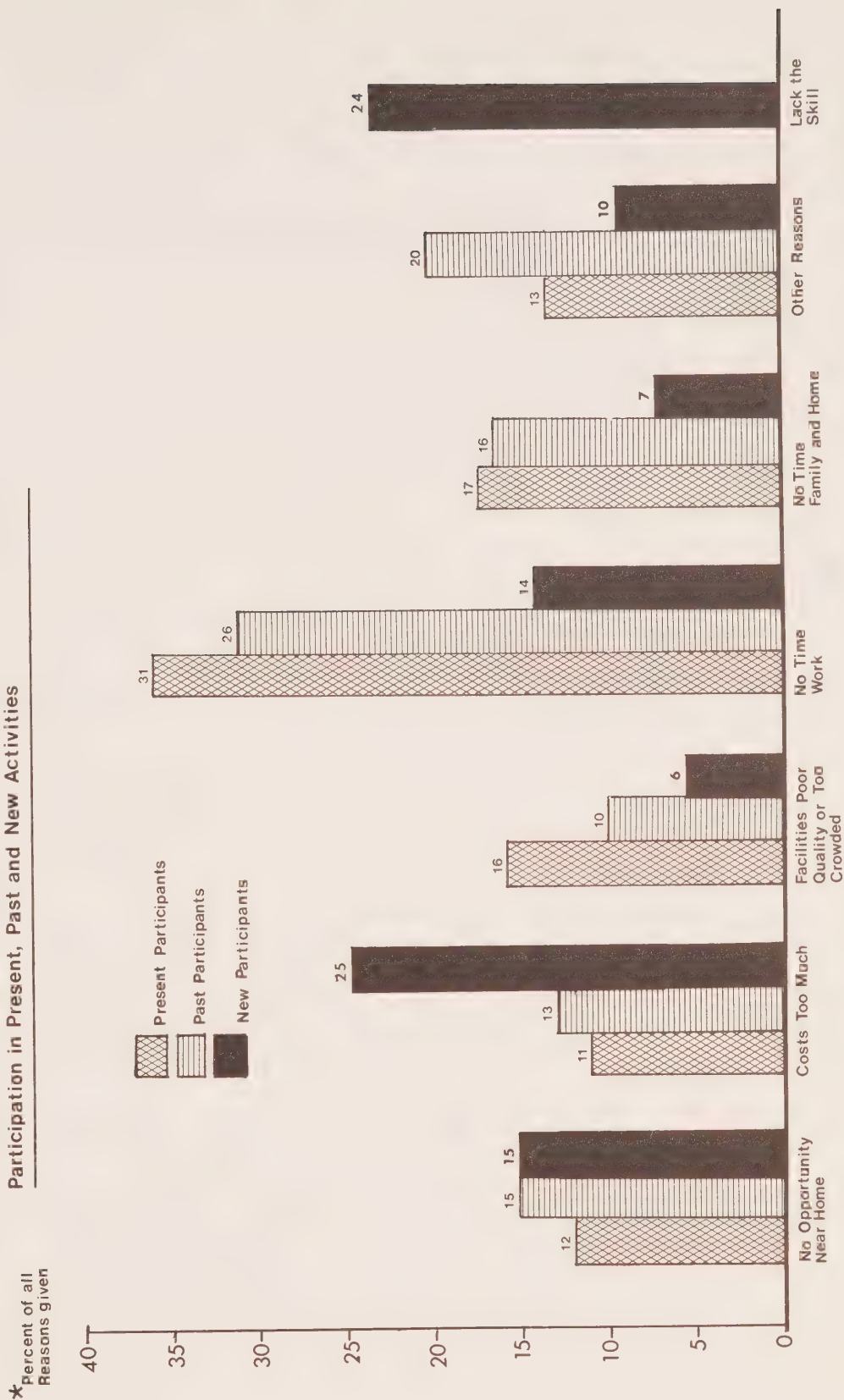
For each activity in which more participation was desired, respondents were asked to list, in rank order, what they believed to be the most important constraints preventing them from achieving their desired levels of participation.

2.1 Present Activities

- . A lack of time due to the responsibilities of work, school and a family, accounts for almost one-half (48%) of the reasons present participants give for not being able to participate as often as they desire in current activities. (Figure ES-1)
- . This constraint is most effective in limiting the participation of people who currently alley bowl, golf or camp. (Table I-2)
- . For 91 per cent of present activities a lack of time because of work or school is the dominant constraint to increased participation.
- . Crowded or inadequate facilities are an important secondary constraint for residents who participate in tennis or ice hockey. (Table I-2)
- . Excessive costs are an important constraint for residents who wish to increase their participation in travelling or touring, horseback riding and downhill skiing. (Table I-2)

FIGURE ES-1

Distribution of Reasons Given by Respondents for Less Than Desired Participation in Present, Past and New Activities



* 2% and over

Source: Tables I-2, I-3, I-4

2.2 Past Activities

- . A lack of time continues to be the principal constraint to participation for residents who are unable to renew their participation in former activities. (Table I-3)
- . Costs are an especially important factor limiting renewed participation by former downhill skiers and water-skiers. (Table I-3)
- . Physical inability is an important secondary constraint for former alley bowlers and ice skaters. (Table I-3)

2.3 New Activities

- . For those activities in which at least two per cent of the Ontario population wishes to begin participation, excessive costs and a lack of skill are most frequently mentioned as the major reasons for not beginning participation. (Table I-4)
- . Excessive costs are an especially important consideration for respondents who would like to begin participation in recreational flying, sailing or skin and scuba diving. (Table I-4)
- . A lack of nearby opportunities is the most important constraint for potential new horseback riders and water-skiers. (Table I-4)

3. PREFERRED DESTINATIONS OF WEEKEND AND VACATION TRIPS

The tourism oriented portion of this report deals with the activities, accommodation and main destination associated with the weekend and vacation trip respondents would most like to take within the next five years.

3.1 Preferred Destinations of Weekend Trips

- . The destinations which are most highly preferred for weekend trips in Ontario are the Georgian Bay Area (19.2%), West Lake Ontario (9.1%) and Metropolitan Toronto (8.4%). The most preferred out-of-province destination is the Province of Quebec.

(Table ES-2)

- . The preferences of Ontario residents for weekend trips to the most popular destinations are relatively consistent among the various demographic categories.
- . The Georgian Bay Area is the top-ranked destination for a weekend trip for more than 85 per cent of the demographic categories.
- . The highest preference for a trip to this area is exhibited by residents whose household head is employed in a managerial, administration or related occupation (25%).
- . A weekend trip to the Province of Quebec is most highly preferred by respondents from predominantly French-speaking households (23%) and those who have a post-secondary school education (20.2%).

(Tables B-10, B-4)

- . Residents of communities with populations of 5,000 to 99,999 exhibit the highest preference for taking a weekend trip to Metropolitan Toronto (12.0%). (Table B-5)

3.2 Preferred Destinations of Vacation Trips

- . The most preferred countries for a vacation trip are: Canada (34.5%), United States (23.8%) and the British Isles (7.0%). The most highly preferred province in Canada is British Columbia (14.3%). (Table ES-2)
- . In 86 per cent of the demographic categories, however, the "rest of Europe" is the most preferred destination area for a vacation trip. It is an especially popular destination for people from households in which an "other European" language is most frequently spoken (45.2%) and those with a post-secondary school education (24.5%).
(Tables C-10, C-4)
- . Ontario is preferred most highly by respondents from households with an annual income of less than \$10,000 (9.2%) and those with less than a grade 9 education.
(Tables C-3, C-4)
- . A vacation trip to British Columbia is most popular among residents whose household head is employed in a farming or other primary occupation (23%) and by those from communities with populations of less than 5,000.
(Tables C-5, C-9)

TABLE ES-2

PREFERRED MAIN DESTINATIONS FOR WEEKEND AND VACATION TRIPS

(Column %)

| <u>Weekend Trip Destination</u> | | <u>Vacation Trip Destination</u> | |
|--|------|--|------|
| Georgian Bay Area | 19.2 | Rest of Europe | 20.4 |
| Province of Quebec | 13.5 | British Columbia | 14.3 |
| Western Lake Ontario | 9.1 | Florida | 8.9 |
| Rest of U.S.A. | 8.8 | British Isles | 7.0 |
| Metro Toronto | 8.4 | Manitoba, Sask., Alta., Yukon, N.W.T. | 6.9 |
| Northeastern Ontario | 8.4 | Hawaii | 6.6 |
| Ottawa - St. Lawrence | 6.9 | Ontario | 6.2 |
| Southwestern Ontario | 6.0 | West Indies | 6.1 |
| Eastern Lake Ontario | 5.1 | Maritimes | 5.6 |
| New York State | 4.5 | Rest of U.S.A. | 4.6 |
| Manitoba, Sask., Alta., B.C., Yukon, N.W.T. | 2.7 | Rest of World | 4.6 |
| Canada - unspecified | 2.4 | California | 3.7 |
| Rest of World | 2.0 | Mexico | 1.9 |
| Northwestern Ontario | 1.7 | Australia, New Zealand | 1.7 |
| Maritimes | 1.3 | Province of Quebec | 1.5 |

4. PREFERRED ACTIVITIES ON WEEKEND AND VACATION TRIPS

In the trip preference section of the ORS questionnaire respondents were asked to list up to three activities in which they would like to participate while on a preferred weekend or vacation trip.

In general, although there is a certain degree of consistency in the activity preferences of respondents considering a preferred weekend or vacation trip, significant variations do exist according to the demographic characteristics of the respondent as well as the destinations and type of accommodation associated with the preferred trip. These variations are more evident for preferred weekend trips.

4.1 Preferred Activities on Weekend Trips

- . The five most preferred activities for a weekend trip are, in rank order: sightseeing, swimming, visiting friends or relatives, fishing and camping.
(Table ES-3)

- . Sightseeing and visiting friends or relatives are equally preferred weekend trip activities.

In 90 per cent of the demographic categories either sightseeing or visiting friends or relatives is the most frequently preferred activity for a weekend trip.

- . Residents who are 20 to 49 years of age have a high preference for sightseeing while on a weekend trip (27.9%) as do those people who prefer to stay at a hotel or motel (35.1%).
(Tables B-11, VII-1)

- . Respondents who are 20 to 49 years of age have the highest preference for visiting friends or relatives (33.2%). (Table B-11)

- . As expected, visiting friends or relatives is the most popular activity for residents who prefer to use a private home for accommodation while on a weekend trip.
(Table VII-1)

- . Swimming is most highly preferred by respondents who are 12 to 19 years of age (34.7%).
(Table B-11)

- . The Kingston-Peterborough/Eastern Lake Ontario area is the only destination in Ontario where swimming is the top-ranked preferred activity for a weekend trip.
(Table VII-6)

- . Swimming is also the most popular weekend trip activity for respondents who intend to use a tent, private recreation home or a resort lodge for accommodation.
(Table VII-1)

- . Residents who prefer a weekend trip to Metropolitan Toronto or Southwestern Ontario consider visiting friends or relatives to be their most preferred activity.
(Table VII-6)

- . Camping is the most popular activity for residents who prefer Northern Ontario, the Georgian Bay Area or the Maritime Provinces as destinations for a weekend trip.
(Table VII-6)

4.2 Preferred Activities on Vacation Trips

- . The most preferred activities for a vacation trip are, in rank order: sightseeing, visiting friends or relatives, swimming, travelling or touring and fishing.
(Table ES-3)
- . Sightseeing is the top-ranked activity in every demographic category while visiting friends or relatives is the second most popular activity in over 94 per cent of the demographic categories.
- . Sightseeing is the most popular activity for people who use a hotel or motel, tent, recreational (camping) vehicle or resort lodge for accommodation while on a vacation trip.
(Table VII-2)
- . For 80 per cent of the destination areas of vacation trips, sightseeing is the most preferred activity.
(Table VII-5)
- . Visiting friends or relatives is ranked most highly by respondents from households in which a European language other than English or French is most frequently spoken.
(Table C-20)
- . Respondents who have a less than grade 9 education, those who have an annual household income of less than \$10,000 and those respondents whose household head is employed in the processing, machinery, fabricating and construction trades also have a high preference for visiting friends or relatives.
(Tables C-13, C-14, C-19)
- . Swimming is most frequently listed as a preferred activity by residents who prefer a vacation trip to Florida or the West Indies.
(Table VII-5)

TABLE ES-3

PER CENT OF ONTARIO POPULATION DESIRING TO PARTICIPATE
IN VARIOUS FREE TIME ACTIVITIES WHILE ON WEEKEND AND
VACATION TRIPS

| <u>Weekend Trips</u> | | <u>Vacation Trips</u> | |
|---------------------------------------|------|--|------|
| Sightseeing | 25.1 | Sightseeing | 52.8 |
| Swimming | 21.2 | Visiting Friends or Relatives | 25.2 |
| Visiting Friends or Relatives | 20.0 | Swimming | 21.4 |
| Fishing | 16.2 | Travelling or Touring | 10.3 |
| Camping | 6.8 | Fishing | 10.0 |
| Relaxing | 6.2 | Visiting a Developed Historic Site | 9.8 |
| Specialized Shopping | 5.6 | Sunbathing | 5.8 |
| Hiking | 5.3 | Specialized Shopping | 4.4 |
| Canoeing | 4.8 | Relaxing | 4.4 |
| Visiting a Developed Historic Site | 4.8 | Attending an Annually Scheduled Event | 4.0 |

5. PREFERRED TYPES OF ACCOMMODATION ON WEEKEND AND VACATION TRIPS

In the final portion of the trip preference section respondents were asked to name the type of accommodation they would most prefer to use on a preferred trip, as well as the reasons for their preference.

5.1 Preferred Accommodation on Weekend Trips

- . The most preferred types of accommodation for a weekend trip are, in rank order: a hotel or motel, the home of a friend or relative, a private recreation home and a tent. (Table ES-4)
- . Residents whose household head is employed in a managerial, administrative or related occupation have a high preference for selecting a hotel or motel (42%) for use on a weekend trip, as do those with an annual household income of \$15,000 and larger (39.9%). (Tables C-29, C-13)
- . The home of a friend or relative is the most popular form of accommodation for residents with an annual household income of less than \$10,000, as well as for those with a less than grade 9 education. (Tables C-23, C-25)
- . Residents who are 12 to 19 years of age have the highest percentage of their members selecting a tent (25.1%) as a preferred type of weekend accommodation.
- . The types of accommodation that people would most prefer to use on a weekend trip vary greatly from one destination to another.

TABLE ES-4

PREFERRED TYPES OF ACCOMMODATION FOR WEEKEND AND
VACATION TRIPS

(Column %)

| <u>Weekend Trip</u> | | <u>Vacation Trip</u> | |
|-----------------------------------|------|-----------------------------------|------|
| Hotel or Motel | 36.4 | Hotel or Motel | 49.1 |
| Home of Friend or Relative | 24.8 | Home of Friend or Relative | 22.5 |
| Private Recreation Home | 12.5 | Mixed or Other | 11.3 |
| Tent | 11.0 | Recreational (Camping) Vehicle | 7.4 |
| Recreational (Camping) Vehicle | 7.6 | Tent | 4.5 |
| Mixed or Other | 4.2 | Private Recreation Home | 3.6 |
| Resort Lodge | 3.5 | Resort Lodge | 1.6 |

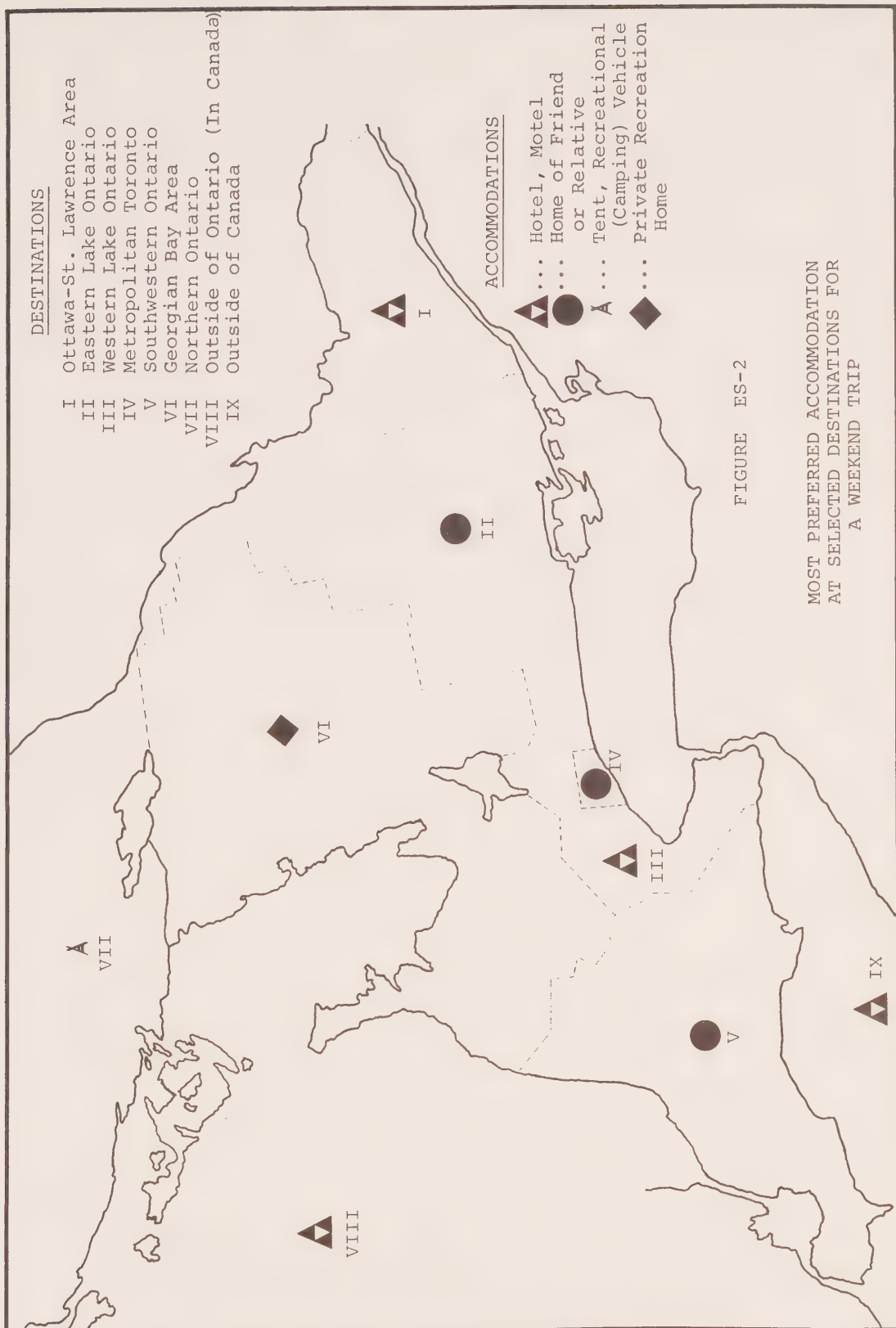
TABLE ES-5

PREFERENCES FOR ACCOMMODATION AT MAIN DESTINATION
OF WEEKEND TRIPS

(Column %)

| Main Destination | Hotel, Motel | Tent | Accommodation Type | | | | | Home of Friend, Relative | Mixed or Other | Total |
|--|-----------------|------|--------------------------------------|-------------------------------|-----------------|--|------|--------------------------------|-------------------|-------|
| | | | Recreational (Camping) Vehicle | Private Recreation Home | Resort Lodge | | | | | |
| Ottawa/St. Lawrence Area | 49.5 | 4.1 | 4.2 | 5.5 | 3.1 | | 28.9 | 4.7 | 6.9 | |
| Kingston-Peterborough/ Eastern Lake Ontario | 8.0 | 13.4 | 12.4 | 27.8 | 1.8 | | 32.7 | 3.9 | 5.1 | |
| Western Lake Ontario | 45.3 | 7.8 | 6.9 | 9.6 | - | | 26.2 | 3.7 | 9.0 | |
| Metro Toronto | 46.8 | 2.1 | - | - | - | | 47.2 | 3.0 | 8.4 | |
| Southwestern Ontario | 17.6 | 16.6 | 8.7 | 8.7 | - | | 44.2 | 3.5 | 6.0 | |
| Georgian Bay Area | 12.1 | 20.3 | 13.5 | 33.2 | 6.8 | | 10.7 | 3.4 | 19.2 | |
| Northeastern Ontario | 19.1 | 22.1 | 15.1 | 11.5 | 2.5 | | 25.0 | 4.7 | 8.3 | |
| Northwestern Ontario | 17.9 | 20.1 | 15.6 | 10.4 | 3.4 | | 24.6 | 8.0 | 1.7 | |
| Province of Quebec | 54.4 | 4.1 | 3.3 | 5.7 | 6.1 | | 20.7 | 5.7 | 13.5 | |
| Maritime Provinces | 37.5 | 25.0 | 3.3 | 4.9 | - | | 20.5 | 8.8 | 1.3 | |
| Manitoba, Sask., Alta., B.C., Yukon, N.W.T. | 43.2 | 4.4 | 2.7 | 2.7 | 6.6 | | 34.1 | 6.3 | 2.7 | |
| Canada - unspecified | 27.0 | 20.6 | 13.1 | 13.8 | 9.1 | | 6.9 | 9.5 | 2.4 | |
| New York State | 66.0 | 3.4 | 1.8 | - | 2.1 | | 22.5 | 3.4 | 4.5 | |
| Rest of U.S.A. | 58.6 | 4.7 | 3.7 | 3.3 | 2.4 | | 25.5 | 4.1 | 8.8 | |
| Rest of World | 69.7 | 7.1 | - | 5.2 | 1.6 | | 10.3 | 5.7 | 2.0 | |
| Total | 36.4 | 11.0 | 7.6 | 12.5 | 3.5 | | 24.8 | 4.2 | | |

- Less than 1%



A hotel or motel and the home of a friend or relative account for 94 per cent of the accommodation preferences for those considering a weekend trip to Metropolitan Toronto.
(Table ES-5)

- . A private recreation home is the most popular type of accommodation for a trip to the Georgian Bay Area (33.2%) while a tent or a recreational (camping) vehicle is preferred most frequently for weekend trips to North-eastern Ontario (37.2%) and Northwestern Ontario (35.7%).
(Table ES-5)

5.2 Preferred Accommodation on Vacation Trips

- . For residents considering a vacation trip, the most preferred types of accommodation are, in rank order: a hotel or motel, the home of a friend or relative, mixed or other accommodation, and a recreational (camping) vehicle.
(Table ES-4)

- . A hotel or motel is by far the most popular accommodation choice in every demographic category while the home of a friend or relative always ranks second in popularity. These two types of accommodation account for over two-thirds of the preferences in each demographic category.

- . The top three ranked accommodation types for residents who want to take their preferred vacation in Ontario are a tent or recreational (camping) vehicle (27.9%), the home of a friend or relative (25.5%) and a private recreation home (19.8%).
(Table ES-6)

- . Over 70 per cent of the Ontario residents who prefer a vacation trip outside of Canada want to use either a hotel or motel or the home of a friend or relative as their means of accommodation.
(Table ES-6)

TABLE ES-6

PREFERENCES FOR ACCOMMODATION AT MAIN DESTINATION
OF VACATION TRIPS

(Row %)

| Main Destination | Hotel, Motel | Tent | Accommodation Type | | | | Home of Friend, Relative | Mixed or Other | Total |
|--|-----------------|------|--------------------------------------|-------------------------------|-----------------|------|--------------------------------|-------------------|-------|
| | | | Recreational (Camping) Vehicle | Private Recreation Home | Resort Lodge | | | | |
| Ontario | 17.8 | 14.8 | 13.1 | 19.8 | 3.6 | 25.5 | 5.4 | 6.2 | |
| Province of Quebec | 40.3 | 3.8 | 8.8 | 6.8 | 2.2 | 31.5 | 6.6 | 1.5 | |
| Maritime Provinces | 28.4 | 8.3 | 19.9 | 3.0 | - | 28.7 | 11.0 | 5.6 | |
| Manitoba, Sask., Alta., Yukon, N.W.T. | 34.1 | 9.5 | 15.9 | 3.5 | 2.7 | 25.0 | 9.3 | 6.9 | |
| British Columbia | 46.5 | 6.9 | 18.0 | 1.8 | 1.2 | 15.2 | 10.4 | 14.4 | |
| California | 51.4 | 2.1 | 5.6 | - | - | 32.0 | 7.4 | 3.7 | |
| Hawaii | 88.8 | - | - | 4.1 | 2.4 | - | 3.3 | 6.6 | |
| Florida | 66.2 | 3.1 | 7.5 | 4.2 | 1.2 | 8.7 | 9.1 | 8.9 | |
| Rest of U.S.A. | 49.5 | 3.4 | 7.8 | 5.1 | 1.8 | 25.5 | 6.9 | 4.6 | |
| West Indies | 68.3 | - | - | 2.5 | 2.0 | 13.8 | 12.7 | 6.2 | |
| Mexico | 80.2 | 3.0 | 1.8 | - | 2.3 | 2.7 | 9.9 | 1.9 | |
| British Isles | 42.2 | - | - | - | - | 39.3 | 15.7 | 7.0 | |
| Rest of Europe | 44.6 | 1.9 | - | 1.6 | 1.7 | 32.4 | 17.1 | 20.4 | |
| Australia, New Zealand | 53.4 | 4.4 | 3.3 | 1.3 | 2.5 | 24.3 | 10.8 | 1.7 | |
| Rest of World | 48.3 | 5.9 | 3.3 | 2.4 | - | 23.9 | 15.3 | 4.5 | |
| Total | 49.1 | 4.5 | 7.4 | 3.6 | 1.6 | 22.5 | 11.3 | 100.0 | |

5.3 Reasons Given for Selecting Accommodation on a Preferred Trip

- . The four top-ranked reasons given by respondents for selecting a preferred type of accommodation are the same for both weekend and vacation trips.

Accessibility, cost, the opportunity to visit friends or relatives and a concern for comfort are the most frequently mentioned considerations for those choosing a particular type of accommodation. These reasons account for more than one-half of the reasons given for accommodation preferences on a weekend or vacation trip.

(Tables VIII-1, VIII-2)

- . Accessibility is the most important consideration for those selecting a hotel or motel, a private recreation home or a resort lodge on a preferred trip.

(Tables VIII-1, VIII-2)

- . Cost is the principal reason given by residents who prefer to use a tent or recreational (camping) vehicle while on a weekend or vacation trip.

CHAPTER I

PREFERRED ACTIVITIES AND MAJOR CONSTRAINTS

1. INTRODUCTION

The activity preference section of the ORS questionnaire was designed to provide information regarding those free time activities in which activity participation might potentially increase. For each of the preference types, respondents were first asked to list those activities in which they would like to increase participation, renew participation, or begin participation.

For each activity in which more participation was desired, respondents were then asked to list, in rank order, what they considered to be their most important reasons for not increasing participation. These reasons were then grouped into constraint categories which were developed from typical responses to similar questions used in the Ontario Recreation Pilot Study. All constraints were made as mutually exclusive as possible. Some of the constraints were developed to correspond to specific types of government action which could be taken to reduce the effect of, or eliminate, the constraint.

Tables I-1 to I-4 summarize the most popular activities in which increased participation is desired as well as the constraints respondents consider to be most important in preventing them from fulfilling their desired levels of participation.

2. MOST PREFERRED ACTIVITIES

Estimates of the per cent of the population desiring increased participation in free time activities are summarized in Table I-1. Separate estimates are given for each of the three preference types; however, actual estimates are only provided for those activities listed by at least two per cent of the population.

- . For all preference types combined, swimming is by far the most popular activity, being preferred by an estimated 19.8 per cent of the total population. The next most popular activities are, in descending order: fishing (11.6%), downhill skiing (11.3%), water-skiing (10.0%) and camping (9.3%).

(Table I-1)

- . Of those activities in which residents are currently participating, the most popular ones for increased participation are: swimming (16.2%), fishing (8.4%), touring (5.9%) and camping (5.7%).

(Table I-1)

- . A relatively small percentage of respondents desire increased participation in activities in which they have participated in prior to, but not during, the past twelve months. The highest percentages are associated with bowling (3.1%) as well as ice skating and camping (2.7%).

(Table I-1)

- . The most popular activities in which residents want to become participants (for the first time) are: downhill skiing (5.9%), water-skiing (5.4%), recreational flying or skydiving (5.2%), and skin or scuba diving (4.3%). All of these activities are highly challenging and require specialized skill and equipment.

(Table I-1)

3. MAJOR CONSTRAINTS

Each time that respondents to the ORS questionnaire stated a preference for increased participation in an activity, they were asked to list what they believed to be the most important constraints preventing their participation at the desired level. Up to three constraints could be listed for each activity mentioned. For each activity all of the constraints listed by the total number of respondents were summed according to preference type. The proportion of total times that particular reasons were listed was then calculated. These respective percentages are listed by activity and preference type in Tables I-2 to I-4.

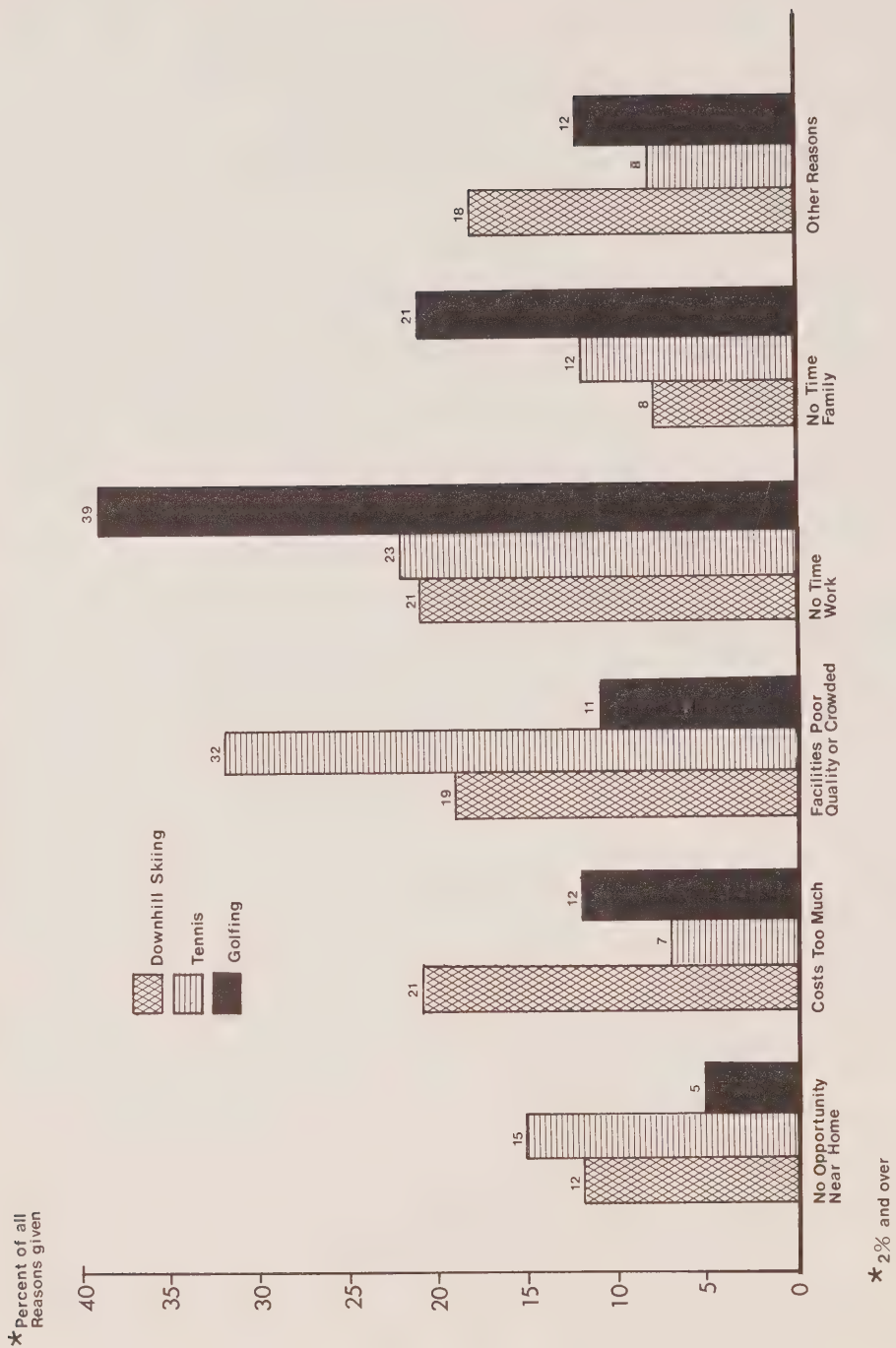
3.1 Constraints to Present Participation

The following observations are based upon the distribution of reasons that present participants give for participating less than they desire in various free time activities.

- . For 91 per cent of the activities, a lack of time due to the responsibilities of work or school is listed by respondents as the dominant constraint to increased participation. The only exceptions to this pattern occur for horseback riding, where a lack of convenient opportunities is the most important constraint and for recreational walking, in which a lack of time due to family commitments is listed as the primary constraint.
- . In 36 per cent of the activities respondents consider a lack of time due to home respon-

FIGURE I-1

Distribution of Reasons Present Participants Give for Participating Less Than They Desire in Various Recreational Activities



sibilities to be the second most important constraint. (Table I-2)

- . Cost is the second most important constraint for respondents desiring more frequent participation in touring (29%), horseback riding (25%), attending a live theatre or concert performance (25%), motor boating (19%) and snowmobiling (15%).
- . For those who swim, water-ski, canoe, or ice skate, a lack of opportunities near home is the second most important factor limiting increased participation. (Table I-2)
- . Crowded facilities are only considered to be a relatively important constraint for participants in tennis (22%) and ice hockey (15%). (Table I-2)

3.2 Constraints to Past Participation

Table I-3 summarizes the distribution of reasons former participants give for being unable to participate again in various free time activities.

- . For six of the ten activities listed in Table I-3, a lack of time because of work (or school) is considered to be the primary constraint hindering renewed participation.
- . Cost is listed as the most important constraint by former participants in downhill skiing (26%) and water-skiing (28%).
- . Respondents who were formerly active in tennis or horseback riding consider the lack of opportunities near their home as the primary constraint to renewed participation.

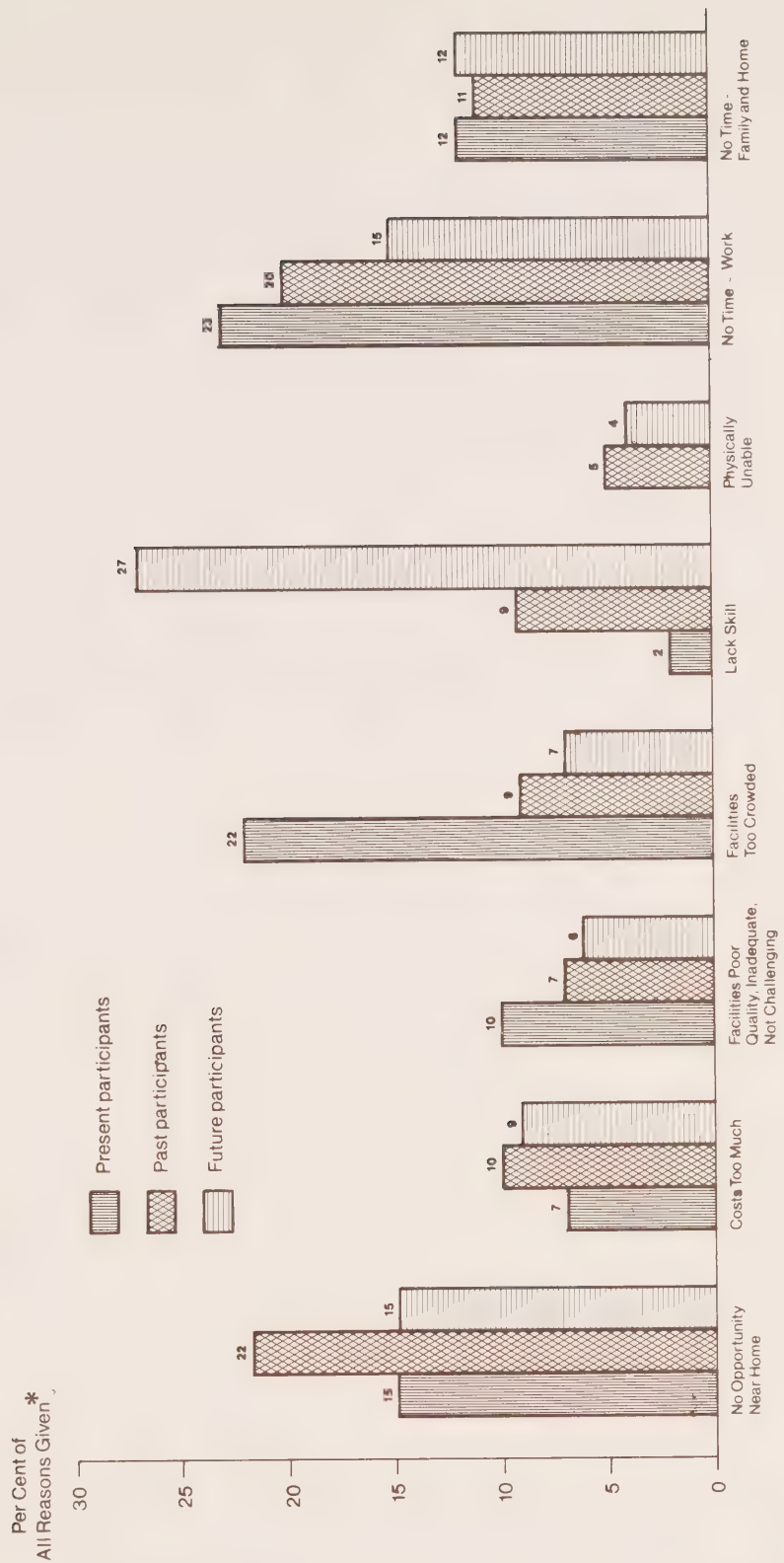
- . No time because of obligations at home is the second most important participation constraint for swimming (20%), fishing (18%), camping (19%), touring (23%), ice skating (19%) and alley bowling (23%).
- . Residents previously participating in horse-back riding and touring indicate that cost is the second most important factor limiting renewed participation.
- . An insufficient amount of time because of responsibilities at home and at work is an important secondary constraint for those respondents formerly participating in downhill skiing or tennis.
- . Physical incapability is an important constraint for those who no longer participate in alley bowling (19%), ice skating (16%), swimming (14%) and touring (12%).
- . The relative frequency of concerns associated with the quality or over-crowding of facilities decreases substantially when one compares constraints listed by past participants with those listed by present participants.

3.3 Constraints to New Participation

The reasons Ontario residents give for being unable to fulfill desired new participation in various free time activities are summarized in Table I-4.

- . In contrast to present and past preference types, the lack of time due to responsibilities related to either work or home, is a relatively unimportant constraint for preferred new activities.

FIGURE 1-2
Distribution of Reasons Given for Less Than
Desired Participation in Tennis



* 2% and over

Source: Tables I-2, I-3, I-4

- . For preferred new activities a lack of skill is the most common constraint for the ten listed activities, as it accounts for at least 19 per cent of all reasons given for any of the activities listed.
- . For one-half of the activities, cost is listed as the major prohibitive factor for potential new activity participation. This is especially relevant to respondents who are unable to begin participation in sailing (36%), recreational flying or skydiving (36%) and skin or scuba diving (32%). For the preceding activities, the lack of skill is invariably the second most important constraint.
- . For all three types of skiing, respondents consider their lack of skill and prohibitive costs as equally important factors preventing them from taking up the activity.
- . A scarcity of convenient opportunities continues to be among the top two constraints for those expressing an interest in participating in horseback riding and water-skiing. This constraint also appears to be an important consideration for respondents contemplating new participation in sky diving (17%), tennis (15%) and sailing (16%).
- . Next to the lack of skill, potential participants in tennis list the lack of nearby opportunities, as well as an insufficient amount of time because of work, as the most important factors limiting their participation.
- . Over 50 per cent of the reasons listed by respondents for not being able to fulfill desired new participation in any activity may be attributed to cost, a lack of skill or a lack of nearby opportunities.

TABLE I-1

PER CENT OF ONTARIO POPULATION DESIRING (MORE)
PARTICIPATION IN FREE TIME ACTIVITIES

| Activities | Present Participants Desiring More Frequent Participation | Past Participants Desiring to Participate Again | Residents Desiring to Become Participants for the First Time | Total Preference (all types) |
|--|--|---|---|------------------------------------|
| Swimming | 16.2 | 2.3 | * | 19.8 |
| Fishing | 8.4 | 2.5 | - | 11.6 |
| Downhill Skiing | 2.8 | 2.6 | 5.9 | 11.3 |
| Water-skiing | 2.6 | 2.0 | 5.4 | 10.0 |
| Camping | 5.7 | 2.7 | - | 9.3 |
| Touring | 5.9 | 2.4 | - | 9.2 |
| Golfing | 4.8 | * | 2.6 | 9.0 |
| Tennis | 3.7 | 2.2 | 2.8 | 8.7 |
| Horseback Riding | 3.0 | 2.4 | 2.6 | 8.0 |
| Ice Skating | 3.9 | 2.7 | * | 7.8 |
| Alley Bowling | 3.1 | 3.1 | - | 7.0 |
| Recreational Snowmobiling | 3.5 | * | * | 6.3 |
| Recreational Flying | - | - | 5.2 | 6.1 |
| Hunting | 2.8 | * | * | 5.8 |
| Skin or Scuba Diving | - | - | 4.3 | 5.2 |
| Cross-country Skiing | - | - | 3.3 | 5.0 |
| Sailing | * | * | 2.3 | 4.8 |
| Bicycling | 2.9 | * | - | 4.7 |
| Ice Hockey | 2.7 | * | - | 4.4 |
| Motor Boating | 2.9 | * | - | 4.1 |
| Canoeing | 2.3 | * | - | 4.0 |
| Curling | - | * | * | 3.7 |
| Baseball or Softball | 2.0 | * | - | 3.4 |
| Picnicking | 2.8 | - | - | 3.2 |
| Roller Skating | * | * | - | 3.2 |
| Attending a Live Theatre or Concert Performance | 2.5 | - | - | 3.1 |
| Recreational Driving | 2.4 | - | - | 3.1 |
| Recreational Walking | 2.2 | - | - | 2.7 |
| Attending a Spectator Sport | * | - | - | 2.3 |
| Badminton | * | - | - | 2.2 |
| Basketball | * | - | - | 2.0 |

* 1 per cent to 1.9 per cent

- Less than 1 per cent

TABLE I-2

DISTRIBUTION¹ OF REASONS PRESENT PARTICIPANTS GIVE FOR
PARTICIPATING LESS THAN THEY DESIRE IN VARIOUS
FREE TIME ACTIVITIES

| Activities | No Opportunity Near Home | Costs Too Much | Facilities Poor Quality Inadequate Not Challenging | Facilities Too Crowded | Lack the Skill | Physically Unable | No Time - Work | No Time - Family Home | Too Dangerous | Other |
|---|-----------------------------|-------------------|--|---------------------------|----------------|----------------------|-------------------|--------------------------|---------------|-------|
| Swimming | 17 | 4 | 12 | 11 | 2 | 3 | 27 | 16 | * | 8 |
| Fishing | 14 | 7 | 12 | 3 | - | 2 | 34 | 19 | - | 7 |
| Downhill Skiing | 12 | 21 | 12 | 7 | 2 | - | 21 | 8 | - | 18 |
| Water-skiing | 22 | 16 | 13 | * | 4 | 3 | 24 | 9 | - | 9 |
| Camping | 6 | 12 | 7 | 6 | - | - | 36 | 22 | - | 9 |
| Touring | * | 29 | * | - | - | 5 | 33 | 22 | - | 7 |
| Golfing | 5 | 12 | 3 | 8 | * | 3 | 39 | 21 | - | 9 |
| Tennis | 15 | 7 | 10 | 22 | 2 | * | 23 | 12 | - | 6 |
| Horseback Riding | 27 | 25 | 8 | * | * | - | 20 | 8 | * | 7 |
| Ice Skating | 16 | 4 | 14 | 12 | * | 4 | 24 | 14 | - | 10 |
| Alley Bowling | 4 | 15 | 7 | 10 | * | 9 | 25 | 21 | - | 9 |
| Snowmobiling | 9 | 15 | 10 | * | * | 4 | 22 | 10 | 3 | 25 |
| Hunting | 13 | 8 | 7 | 5 | - | 3 | 37 | 15 | 2 | 10 |
| Bicycling | 7 | 12 | 11 | 3 | - | - | 32 | 17 | 8 | 11 |
| Ice Hockey | 10 | 6 | 13 | 15 | * | 2 | 32 | 11 | * | 7 |
| Motor Boating | 15 | 19 | 9 | * | - | * | 31 | 14 | 3 | 9 |
| Canoeing | 19 | 13 | 13 | * | * | - | 28 | 12 | 4 | 7 |
| Baseball or Softball | 12 | 4 | 7 | 5 | - | 2 | 39 | 10 | 3 | 19 |
| Picnicking | 9 | 3 | 7 | 10 | - | - | 33 | 21 | - | 16 |
| Attending a Live Theatre or Concert | 16 | 25 | 10 | * | - | * | 26 | 16 | - | 5 |
| Recreational Driving | 2 | 16 | * | 3 | 2 | 7 | 32 | 24 | 3 | 9 |
| Recreational Walking | 3 | - | 7 | * | - | 13 | 27 | 30 | 7 | 11 |

¹ Distribution (i.e., row per cent) - each row of table sums to
100 per cent

* 1 per cent to 1.9 per cent

- Less than 1 per cent

TABLE I-3
DISTRIBUTION¹ OF REASONS PAST PARTICIPANTS GIVE
FOR BEING UNABLE TO PARTICIPATE AGAIN IN
VARIOUS FREE TIME ACTIVITIES

| Activities | No Opportunity Near Home | Costs Too Much | Facilities Poor Quality Inadequate Not Challenging | Facilities Too Crowded | Lack the Skill | Physically Unable | No Time - Work | No Time - Family Home | Too Dangerous | Other |
|---------------------|-----------------------------|-------------------|--|---------------------------|----------------|----------------------|-------------------|--------------------------|---------------|-------|
| Swimming | 11 | * | 6 | 7 | 5 | 14 | 28 | 20 | * | 6 |
| Fishing | 15 | 9 | 6 | * | * | 9 | 31 | 18 | - | 11 |
| Downhill Skiing | 15 | 26 | 7 | 3 | 7 | 4 | 20 | 8 | 3 | 7 |
| Water-skiing | 23 | 28 | 9 | * | 6 | 4 | 16 | 5 | * | 5 |
| Camping | 9 | 18 | 5 | 5 | - | 4 | 33 | 19 | - | 8 |
| Touring | * | 23 | - | - | - | 12 | 30 | 23 | - | 10 |
| Tennis | 22 | 10 | 7 | 9 | 9 | 5 | 20 | 11 | - | 6 |
| Horseback Riding | 24 | 22 | 9 | * | 3 | 5 | 15 | 10 | 5 | 7 |
| Ice Skating | 9 | 9 | 8 | 7 | 2 | 16 | 22 | 19 | * | 7 |
| Alley Bowling | 8 | 13 | 4 | 3 | * | 19 | 26 | 23 | - | 9 |

¹ Distribution (i.e., row per cent) - each row of table sums to
100 per cent

* 1 per cent to 1.9 per cent

- Less than 1 per cent

TABLE I-4

DISTRIBUTION¹ OF REASONS ONTARIO RESIDENTS GIVE FOR BEING
UNABLE TO FULFILL DESIRED NEW PARTICIPATION IN VARIOUS
FREE TIME ACTIVITIES

| Activities | No Opportunity Near Home | Costs Too Much | Facilities Poor Quality Inadequate Not Challenging | Facilities Too Crowded | Lack the Skill | Physically Unable | No Time - Work | No Time - Family Home | Too Dangerous | Other |
|-------------------------|-----------------------------|-------------------|--|---------------------------|----------------|----------------------|-------------------|--------------------------|---------------|-------|
| Downhill Skiing | 12 | 25 | 5 | 3 | 26 | 3 | 12 | 5 | 6 | 3 |
| Water-skiing | 22 | 19 | 7 | * | 19 | 3 | 13 | 6 | 5 | 3 |
| Golfing | 9 | 24 | * | 4 | 23 | 3 | 19 | 14 | - | 5 |
| Tennis | 15 | 9 | 6 | 7 | 27 | 4 | 15 | 12 | - | 5 |
| Horseback Riding | 24 | 17 | 4 | * | 22 | 4 | 12 | 7 | 5 | 5 |
| Recreational Flying | 12 | 36 | 3 | - | 20 | * | 12 | 4 | 8 | 3 |
| Skin or Scuba Diving | 17 | 32 | 7 | - | 23 | * | 12 | 4 | 3 | 2 |
| Cross-country Skiing | 11 | 27 | 5 | * | 27 | - | 13 | 8 | - | 7 |
| Sailing | 16 | 36 | 5 | - | 23 | - | 8 | 6 | * | 5 |

¹ Distribution (i.e., row per cent) - each row of table sums to
100 per cent

* 1 per cent to 1.9 per cent
- Less than 1 per cent

CHAPTER II

DEMOGRAPHICS AND PREFERRED ACTIVITIES

1. INTRODUCTION

Data indicating the percentage of Ontario residents specifying preferred activities according to activity type as well as the demographic characteristics of these residents were collected in Sections F and H of the Ontario Recreation Survey questionnaire. These data can be analyzed and interpreted in two major ways.

1.1 Analysis Based on Per Cent in Demographic Category

One method of data analysis involves calculating the percentage of respondents, belonging to a particular category of a demographic variable, who specify an activity according to a preference category. Such calculations can be used to determine the preference rates for all activities for individuals having a particular demographic characteristic - for example being 12 to 19 years of age. By comparing preference rates among activities it is possible for example to determine which activity people 12 to 19 years of age would most like to participate in. This information could be of interest to the director of a community recreation program who wants to develop a program of activities having the greatest appeal to young adults.

1.2 Analysis Based on Demographic Distribution

A second type of analysis that can be developed from demographic and preference data requires the calculation

of the percentage distribution of those residents preferring an activity, according to their demographic characteristics. The result of such calculations for an activity such as golfing, for example, indicates that 13 per cent of those residents wishing to begin golfing are 12 to 19 years of age; 62 per cent are 20 to 49 years of age; and 25 per cent are 50 years of age or older. This type of information could be useful to the developer of a golf course who would like to know which age groups provide the greatest potential number of new golfers.

1.3 Above-average Preference Rates

Another type of analysis which is used extensively in this chapter involves the examination of those demographic categories in which residents exhibit preference rates above what would be normally expected of them based upon their share of the Ontario population.

In order to determine if preference rates are above average, the percentage of residents who belong to the various categories of each demographic variable and desire increased participation in a particular activity is compared to the corresponding percentage of the entire population contained within each demographic category. This type of comparison is done for each activity and for each of the three preference types.

In order to facilitate comparative analysis, above-average preference rates were categorized into levels of ascending order so as to describe the degree to which

specific preference rates are above-average. Using percentage points above the population mean as a basis, the following levels were developed:

| | |
|-----------|---|
| Level I | 5.0 - 9.9 percentage points above mean |
| Level II | 10.0 - 14.9 percentage points above mean |
| Level III | 15.0 - 24.9 percentage points above mean |
| Level IV | 25.0 or more percentage points above mean |

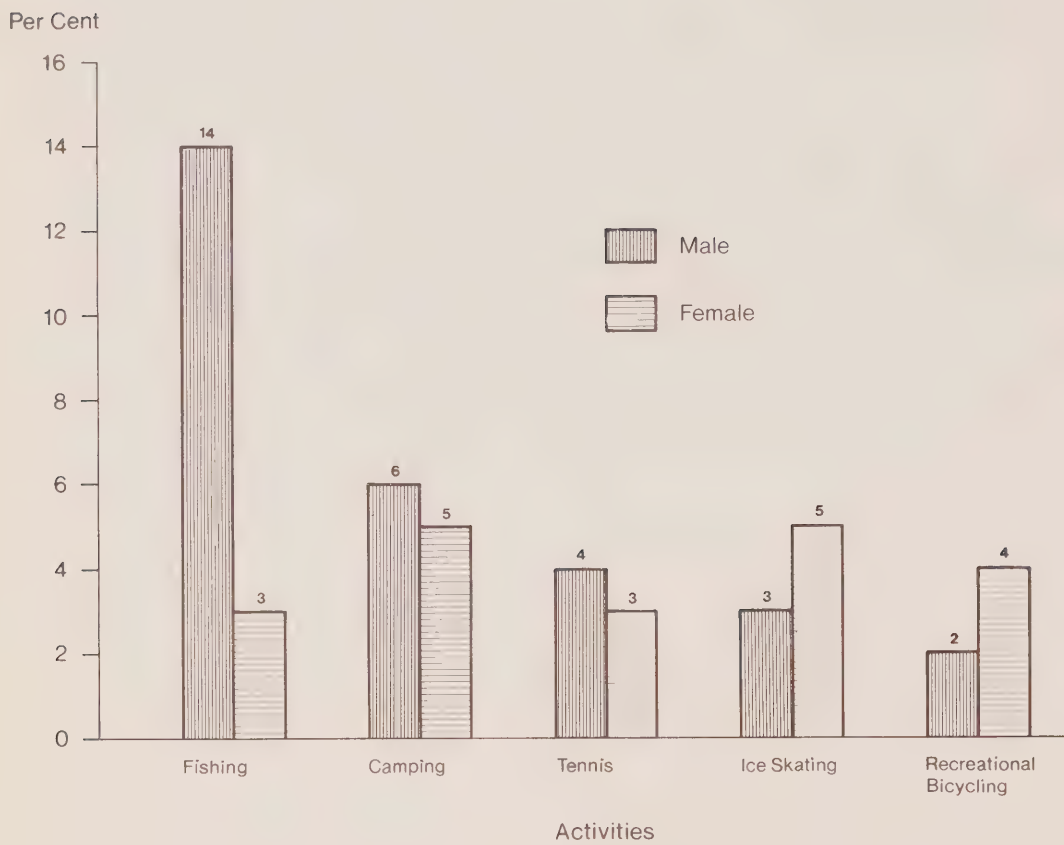
It is important to note that these levels are based upon the differences in the number of percentage points above the population mean and not upon the actual mean per cent. For example, Table II-1 summarizes the age distribution of the members of the Ontario population who desire more frequent participation in activities in which they have participated in during the past twelve months. By referring to this table it may be seen that 49.3 per cent of those residents desiring more frequent participation in water-skiing are 12 to 19 years of age although this age category accounts for only 20 per cent of the total population. This preference rate is 29.3 percentage points above the mean proportion of residents in the age category (a Level IV difference) and not 29.3 per cent above the mean. In terms of actual per cent the preference rate for water-skiing exhibited by residents in this age category is 247 per cent above the provincial mean.

2. PRESENT ACTIVITIES

For the purposes of the ORS reports, present activities have been defined as those in which residents have partici-

FIGURE II-1

**Per Cent of Ontario Population of Each Sex Desiring
More Frequent Participation in Present Activities**



Source: Tables III-4 to III-7

pated during the past twelve months. The top-ranked recreational activities for each of the categories of the eleven selected demographic variables are summarized in Tables A-1 to A-30 of Appendix A.

2.1 Present Activity Preference (Per cent)

The percentage of the Ontario population in various demographic categories desiring more frequent participation in present activities is summarized in Tables A-1 to A-10.

In the vast majority of the demographic categories (86%), swimming is the top-ranking preferred activity. The only exceptions are touring, which is the highest-ranked activity for individuals 50 years of age and over (7.8%), and fishing, which is ranked highest for male residents (14.4%); for those with a post-secondary school education (8.4%); and for those households in which the household head works in farming or another primary industry (13%) or is employed in processing, machinery, fabricating or construction trades (18%). More swimming is preferred by at least 20 per cent of the population who are: 12 to 19 years of age; residents having a less than grade 9 education; from a household whose head has a post-secondary education; from a family group; or from households in which two or more residential moves were made during the past five years.

In 69 per cent of the demographic categories, fishing is the second most popular activity. Other high-ranking present activities include touring, camping and, to a

lesser extent, golfing. Horseback riding is seldom mentioned in the list of top-ranked activities; however, it does rank second for residents 12 to 19 years of age (9.6%) and those residents of communities with populations of 100,000 and larger (9.6%).

2.2 Distribution of Present Activity Preference

The distribution of the Ontario population desiring more frequent participation in present activities is summarized according to the eleven demographic variables in Tables II-1 to II-10. In addition to indicating the percentage of respondents in each category of a demographic variable who desire to increase their present participation, these data provide the basis for determining if the preference rates exhibited by respondents are above-average. As previously mentioned, above-average preference levels indicate the degree to which members of a specific demographic category exhibit above-average preference rates. This type of analysis is useful in examining the propensity of specific demographic groups to prefer increased participation in certain types of activities.

- . Residents 12 to 19 years of age comprise the largest percentage of those who desire increased participation in baseball or softball (66.4%), horseback riding (64.9%), ice hockey (60.6%) and water-skiing (49.3%) even though they only comprise 20 per cent of the total population. Individuals in this age group have above-average preferences for more frequent participation in one-half of the activities, however, the highest preference (Level IV) only occurs for the preceding activities.

- . In 82 per cent of the activities listed, the 20 to 49 year age group accounts for the greatest percentage of active participants desiring more participation. This situation is largely a reflection of the overall percentage of the sampled Ontario residents who make up this age group. Members of this age group demonstrate above-average preference rates in 59 per cent of the activities.

(Table II-1)

- . Although male and female residents comprise almost equal proportions of the Ontario population, the differences in preference rates between them are distinct: females demonstrate above-average preference rates in 36 per cent of the activities; males are above-average in preference for 46 per cent of the activities.

- . The highest percentages of males desiring more frequent participation occur in hunting (96.0%), ice hockey (92.7%), fishing (85.2%) and golfing (81.4%) (all Level IV), while females comprise the largest percentage of participants who want to engage more often in recreational walking (69.4%), horseback riding (68.3%) and ice skating (65.5%) (all Level III).

(Table II-2)

- . Residents from households with annual household incomes of \$15,000 and larger account for the greatest percentage of participants preferring more participation in approximately one-third of the activities. The highest percentages occur for downhill skiing (55.4%), tennis (51.9%) and water-skiing (51.2%). Those with household incomes of less than \$10,000 only account for the greatest percentage of respondents in recreational driving (39.4%) and recreational walking (36.3%).

- . Above-average preference rates occur in 36 per cent of the activities (Level IV for downhill skiing, tennis and water-skiing) for residents with household incomes of \$15,000 and larger while those in the

lowest income group do not exhibit above-average rates for any of the activities.

(Table II-3)

- . Respondents who possess a post-secondary school education make up the greatest percentage of those in an educational category who would prefer to participate more often in tennis (55.0%), canoeing (54.3%), downhill skiing (46.2%) and recreational walking (42.6%). Those with grade 9 to 13 make up the greatest percentage of snowmobilers who desire more frequent participation (62.9%).

Respondents possessing the highest educational levels have higher-than-average preference rates for a greater number of activities (Level III for downhill skiing, tennis and golf) than do respondents having a lower education.

(Table II-4)

- . In over 90 per cent of the activities, residents of communities with populations of 100,000 and larger account for the highest preference rates. The only exceptions occur for hunting and snowmobiling where residents of communities with fewer than 5,000 inhabitants demonstrate the greatest preference for increased participation.

As community size increases, the number of activities in which people show above-average preference rates also increases. High preference rates are demonstrated by residents of communities with populations of 100,000 and larger for tennis (Level III), attending a live theatre or concert performance (Level II), recreational walking (Level II), and downhill skiing (Level II). Comparable levels occur for snowmobiling (Level III) and hunting (Level II) for inhabitants of communities with populations of less than 5,000.

(Table II-5)

- . Members of family households display above-average preference rates in 64 per cent of the activities. In contrast, non-family households are above-average in 27 per cent of the activities, and single person or couple based households are above-average in only five per cent of the activities.

The highest rates for family households occur for picnicking (Level III), horseback riding (Level II), ice skating (Level II), camping (Level II) and swimming (Level II).
(Table II-7)

- . Only respondents having a relatively high degree of residential mobility (two or more residential moves during the past five years) exhibit above-average preference rates for increased participation in present activities. Although people in this category are over-represented in 46 per cent of the activities, with the exception of tennis (Level III) these preference rates are at Level I.
(Table II-8)

- . Respondents employed in technological, social and cultural occupations display preference rates above the provincial mean for the greatest number of activities. Those in this category are above-average in their preference for 36 per cent of the activities (Level III for downhill skiing and recreational walking) as compared with 27 per cent for the next highest category which consists of the processing, machinery, fabricating and construction occupations (Level III for hunting, fishing and baseball).

The clerical, sales and service group has below-average preference for 60 per cent of the activities.
(Table II-9)

2.3 Summary of Above-average Preference Profiles

Those residents most likely to have preference rates that are higher than average for present activities are:

- . 20 to 49 years of age
- . live in a family unit
- . live in a single family detached dwelling
- . have made two or more residential moves during the past five years
- . are employed in the technological, social and cultural occupational field.

Residents who are most likely to have below-average preference rates for participation in present activities are:

- . 50 years of age and older
- . have a household income of less than \$10,000
- . have a less than grade 9 education
- . live in an apartment or duplex
- . are members of a household composed of a single person or couple
- . have made no residential moves during the past five years
- . employed in clerical, sales and service occupations.

3. PAST ACTIVITIES

Past activities are considered to be those activities which residents have participated in prior to but not during the past twelve months. Summaries of the past activity preferences of respondents for each of the demographic categories are found in Tables II-11 to II-20.

3.1 Past Activity Preference (Per cent)

Tables summarizing the per cent of the Ontario population that wishes to participate again in past activities indicate that there is little or no consistency regarding past activity preference among respondents in the various demographic categories. (Tables A-11 to A-20)

Swimming is seldom mentioned as preferred past activity; however, this is not unexpected since a large per cent of the population presently swims.

Although alley bowling is the most popular activity in which residents would like to renew participation, a consid-

erable amount of preference for past activities is accorded to downhill skiing as well as camping. An examination of the overall ranking of preference for past activities indicates that camping and ice skating are also popular activities for renewed participation.

3.2 Distribution of Past Activity Preference

The distribution of people preferring those activities in which they have previously participated is outlined, for each one of the demographic variables, in Tables II-11 to II-20. Only ten activities have sufficient sample size to be considered in any reliable analysis. These activities are: swimming, fishing, downhill skiing, water-skiing, camping, touring, tennis, horseback riding, ice skating and alley bowling.

- . In nine of the ten listed past activities, residents who are between 20 and 49 years of age account for the greatest percentage of preference for renewed participation. Those in this age group exhibit higher-than-average rates for six of those activities. Ice skating, tennis and downhill skiing are all preferred at Level III by members of this group.

Members of the 12 to 19 year age group only have above-average rates for three of the ten activities: however, they maintain Level III rates for water-skiing and horseback riding.

In the 50 year and older age category touring, the most favored activity, has a Level III preference rate. (Table II-11)

- . Male residents account for over one-half of the preference of those who wish to participate again in fishing (69.6%), touring (55.3%), camping (57.5%) and cross-country

skiing (53.2%). In four of the activities in which they have a desire to renew participation, males demonstrate higher-than-average preference rates. Fishing, by far the most popular former activity for males, has a Level III preference rate.

In comparison, females account for above-average preference in one-half of the activities with the strongest preferences being shown for alley bowling and horseback riding (Level III). (Table II-12)

- . Residents with household incomes of less than \$10,000 constitute the greatest percentage of those considering renewing their participation in touring (49.9%), fishing (49.8%) and swimming (41.9%). It is only for these activities that members of this group show above-average preference rates.

Residents belonging to the \$15,000 and larger income category show an increased preference for resuming participation in four of the activities with downhill skiing, water-skiing and tennis continuing to be among the most popular activities.

(Table II-13)

- . Respondents with a post-secondary education comprise the largest percentage of former tennis players (47.7%) and downhill skiers (46.4%) who want to participate again.

Swimming, alley bowling and ice skating are activities in which a Level II preference rate exists for respondents with a grade 9 to 13 education. Those with a post-secondary school education show above-average preferences for four of the activities listed, of which downhill skiing, tennis and camping are the most highly preferred (Level II).

(Table II-14)

- . The size of the community in which a respondent lives does not significantly affect their preference rates for renewing participation in past activities.

(Table II-15)

- . Apartment dwellers exhibit an above-average preference for renewed participation in all activities but touring, yet touring is the only activity with a high preference displayed by single people or couples.

(Table II-16)

- . For the majority of past activities there is a larger percentage of people from family households desiring renewed participation than there is from non-family households.

Members of family households exhibit a higher-than-average desire for renewed participation in eight of the ten past activities, in contrast to respondents from non-family households who do not exhibit above-average preference for any past activities.

Family household members have preference rates of Level II and above for horseback riding, camping, downhill skiing, ice skating and water-skiing.

(Table II-17)

- . Respondents who have made no residential moves within the past five years account for the largest percentage of those who wish to renew participation in all of the listed past activities except downhill skiing and tennis. Residents having a high degree of mobility, however, exhibit higher-than-average preference rates for six of the ten past activities as compared with only one activity for those with no moves in the past five years.

Downhill skiing, tennis and water-skiing are preferred at a Level III rate by those with the highest mobility rates while touring is the only activity in which residents with the lowest mobility rates are above-average (Level II).

(Table II-18)

- . The largest percentages of people wishing to renew their participation in fishing (44%), camping (34%), touring (33%) and water-skiing (31%) are employed in processing, machinery, fabricating or construction occupations.

Respondents employed in technological, social or cultural occupations have higher than average preference rates in four of the past activities with Level II preference rates being exhibited by those residents who wish to renew participation in downhill skiing, water-skiing and tennis.

The clerical, sales and service occupation category contains residents who display above-average preference rates in four of the activities; however, only alley bowling is above Level I in preference.

(Table II-19)

3.3 Summary of Above-average Preference Profiles

Above-average preference rates for past activities are most frequently exhibited by residents who are:

- . 20-49 years of age
- . have a greater than grade 9 education
- . live in a family unit
- . live in a community of 100,000 and larger
- . inhabit a dwelling other than an apartment, duplex or single family dwelling.

Those residents who are least likely to have an above-average preference rate for past activities are:

- . 50 years of age or older
- . have an annual household income of \$10,000 - \$14,999
- . have had no residential moves during the past five years
- . live in a non-family household
- . are employed in processing, manufacturing, fabricating or construction occupations.

4. NEW ACTIVITIES

In the activity preference section of the ORS questionnaire, respondents were asked to list in order of preference,

those activities which they have never done but would like to do. Complete summaries of their preferences are listed in Tables II-21 to II-30 and A-21 to A-30. Only nine activities have a sufficient sample size to yield reliable analysis. The nine activities are: downhill skiing, water-skiing, golfing, tennis, horseback riding, recreational flying, diving, cross-country skiing and sailing.

4.1 New Activity Preference (Per cent)

Downhill skiing, water-skiing and recreational flying or skydiving predominate in the majority of demographic categories as the three highest-ranked activities in which respondents would like to begin participating.

In 47 per cent of the demographic categories respondents list downhill skiing as their most highly preferred activity for new participation. Recreational flying or skydiving, the second most popular top-ranked activity, is ranked first in 27 per cent of the demographic categories while water-skiing is the most popular activity listed by respondents in all but one of the remaining demographic categories.

The per cent of Ontario residents contemplating participation in new activities ranges from a low of 2.4 per cent for residents 50 years of age or older who list golfing as the most preferred activity, to a high of 13.3 per cent which is associated with residents 12 to 19 years of age who consider water-skiing as their most preferred activity for potential participation.

4.2 Distribution of New Activity Preference

The distribution of new activity preference is summarized for each of the demographic variables in Tables II-21 to 11-30.

- . In eight of the nine activities listed, residents 20 to 49 years of age account for the largest share of new activity preference. The actual percentage of preference accorded to this age group ranges from 52.5 per cent for those considering participation in scuba diving to 73.5 per cent for those wishing to begin cross-country skiing.

Among the activities in which residents 20 to 49 years of age have above-average preference rates, the highest occur for cross-country skiing (Level III), tennis (Level III) and recreational flying (Level II).

The activities in which people 12 to 19 years of age have the highest preference rates are: water-skiing (Level IV), skin or scuba diving (Level IV) and sailing (Level III). (Table II-21)

- . Males account for the greatest percentage of people who wish to begin participation in cross-country skiing (72.2%), recreational flying (67.9%) and skin or scuba diving (67.3%). Accordingly, it is for these activities which males have the highest preference rates (Level III).

Females show a disproportionately high degree of preference for horseback riding (Level III) and tennis (Level III) as well as slightly above-average rates (Level I) for activities previously dominated by males (i.e., downhill skiing, water-skiing and golfing). (Table II-22)

- . In two-thirds of the listed new activities residents with an annual household income of \$15,000 and larger constitute the largest percentage of those wishing to begin participation, whereas members of this category

only account for 30.5 per cent of the sampled Ontario population.

Members of the \$15,000 and larger income group have preference rates that are above-average in seven of the nine activities. Level III preference rates occur for sailing while Level II rates occur for cross-country skiing and recreational flying.

Residents in the \$10,000 to \$14,999 income category only have above-average preference rates (Level I) for beginning participation in those activities which are currently most popular with the highest income groups (i.e., water-skiing and downhill skiing).

(Table II-23)

- . Respondents with a post-secondary school education or those from a household whose head has a post-secondary education comprise the largest percentage of those wishing to begin participation in cross-country skiing, recreational flying and sailing.

In terms of educational characteristics only members of the post-secondary school category have preference rates above Level I for any of the new activities (e.g., cross-country skiing, sailing and recreational flying).

(Table II-24)

- . People from households comprised of non-family groups make up the largest percentage of potential new scuba divers (46.9%), cross-country skiers (40.2%) and recreational fliers (46.9%).

Members of households defined as a family group demonstrate Level II preference rates for beginning participation in the most popular new activities, namely downhill skiing and water-skiing.

(Table II-27)

- . People who have made two or more residential moves within the past five years make up the largest percentage of those considering new participation in cross-country skiing (36.3%) even though they only account for 20.9 per cent of the sampled population.

There is an increase in the desire to participate in new activities with an increase in residential mobility. This is especially true for cross-country skiing, downhill skiing and tennis. (Table II-28)

- . The largest percentage of people wishing to begin participation in seven of the nine new activities are members of the clerical, sales or service occupational category.

The only exceptions are cross-country skiing (in which the largest percentage of preference is exhibited by those in the technological, social and cultural occupation category) and skin or scuba diving (in which the greatest percentage of preference can be attributed to those in the processing, machinery, fabricating and construction occupational category).

Residents whose household head is employed in a technological, social or cultural occupation account for higher-than-average preference rates in five of the new activities (especially cross-country skiing) as compared with three activities for the next highest category, the clerical, sales and service occupations, which prefers horseback riding the most (Level III). (Table II-29)

- . The only activity in which members of predominantly English-speaking households constitute less than two-thirds of those seeking new participation is horseback riding (59.9%). (Table II-30)

4.3 Summary of Above-average Preference Profiles

For new activities above-average preference rates are most common for residents who:

- . are less than 50 years of age
- . have an annual household income of \$15,000 and larger
- . have had two or more residential moves within the past five years.

Residents who are least likely to have above-average preference rates for undertaking participation in new activities are:

- . from a household with an annual income of less than \$10,000
- . from a household composed of a single person or a couple
- . from a household in which the household head is employed in farming or another primary occupation
- . characterized by a lack of residential mobility
- . have less than a grade 9 education.

TABLE II-1

AGE DISTRIBUTION OF ONTARIO POPULATION DESIRING MORE
FREQUENT PARTICIPATION IN PRESENT ACTIVITIES

(Row Per Cent)

| Activities | 12 to 19 years | 20 to 49 years | 50 and older |
|--|-------------------|-------------------|-----------------|
| Swimming | 29.3 | 61.5 | 9.3 |
| Fishing | 13.4 | 65.0 | 21.5 |
| Downhill Skiing | 41.4 | 54.4 | 4.2 |
| Water-skiing | 49.3 | 48.5 | 2.2 |
| Camping | 24.0 | 70.4 | 5.6 |
| Touring | 13.8 | 50.0 | 36.1 |
| Golfing | 15.5 | 62.6 | 22.0 |
| Tennis | 29.1 | 65.3 | 5.5 |
| Horseback Riding | 64.9 | 33.3 | * |
| Ice Skating | 38.2 | 57.5 | 4.3 |
| Alley Bowling | 15.9 | 64.5 | 19.6 |
| Snowmobiling | 30.8 | 64.1 | 5.1 |
| Hunting | 16.9 | 68.4 | 14.7 |
| Bicycling | 37.6 | 55.6 | 6.7 |
| Ice Hockey | 60.6 | 38.6 | - |
| Motor Boating | 22.7 | 60.0 | 17.3 |
| Canoeing | 33.6 | 61.2 | 5.2 |
| Baseball or Softball | 66.4 | 32.4 | * |
| Picnicking | 13.1 | 73.1 | 13.8 |
| Attending a Live Theatre or Concert Performance | 18.8 | 58.6 | 22.6 |
| Recreational Driving | 13.5 | 52.2 | 34.4 |
| Recreational Walking | 12.8 | 61.9 | 25.3 |
| Per Cent of Population in Age Categories | 20.0 | 52.7 | 27.3 |

TABLE II-2

SEX DISTRIBUTION OF ONTARIO POPULATION DESIRING MORE
FREQUENT PARTICIPATION IN PRESENT ACTIVITIES

(Row Per Cent)

| Activities | Male | Female |
|--|------|--------|
| Swimming | 40.7 | 59.3 |
| Fishing | 85.2 | 14.8 |
| Downhill Skiing | 51.5 | 48.5 |
| Water-skiing | 61.2 | 38.8 |
| Camping | 55.4 | 44.6 |
| Touring | 46.6 | 53.4 |
| Golfing | 81.4 | 18.6 |
| Tennis | 53.7 | 46.3 |
| Horseback Riding | 31.7 | 68.3 |
| Ice Skating | 34.5 | 65.5 |
| Alley Bowling | 40.3 | 59.7 |
| Snowmobiling | 59.0 | 41.0 |
| Hunting | 96.0 | 4.0 |
| Bicycling | 38.3 | 61.7 |
| Ice Hockey | 92.7 | 7.3 |
| Motor Boating | 66.2 | 33.8 |
| Canoeing | 56.0 | 44.0 |
| Baseball or Softball | 63.5 | 36.5 |
| Picnicking | 42.9 | 57.1 |
| Attending a Live Theatre or Concert Performance | 35.2 | 64.8 |
| Recreational Driving | 48.9 | 51.1 |
| Recreational Walking | 30.6 | 69.4 |
| Per Cent of Population by Sex Categories | 49.4 | 50.6 |

TABLE II-3

HOUSEHOLD INCOME CHARACTERISTICS OF ONTARIO POPULATION
DESIRING MORE FREQUENT PARTICIPATION IN PRESENT ACTIVITIES

| Activities | (Row Per Cent) | | |
|--|-----------------------|-------------------------|------------------------|
| | Less Than \$10,000 | \$10,000 to \$14,999 | \$15,000 and larger |
| Swimming | 29.0 | 35.6 | 35.4 |
| Fishing | 30.6 | 36.2 | 33.2 |
| Downhill Skiing | 9.7 | 34.9 | 55.4 |
| Water-skiing | 16.9 | 31.9 | 51.2 |
| Camping | 32.1 | 42.1 | 25.9 |
| Touring | 37.2 | 37.6 | 25.1 |
| Golfing | 16.6 | 35.4 | 48.0 |
| Tennis | 17.3 | 30.8 | 51.9 |
| Horseback Riding | 30.3 | 46.2 | 23.5 |
| Ice Skating | 28.2 | 37.8 | 34.1 |
| Alley Bowling | 33.0 | 44.6 | 22.4 |
| Snowmobiling | 24.3 | 36.3 | 39.4 |
| Hunting | 29.0 | 38.2 | 32.8 |
| Bicycling | 31.0 | 38.2 | 30.8 |
| Ice Hockey | 28.0 | 41.4 | 30.6 |
| Motor Boating | 21.7 | 36.4 | 41.9 |
| Canoeing | 20.1 | 37.6 | 42.3 |
| Baseball or Softball | 36.0 | 38.1 | 25.9 |
| Picnicking | 36.6 | 37.5 | 25.9 |
| Attending a Live Theatre or Concert Performance | 25.2 | 30.6 | 44.2 |
| Recreational Driving | 39.4 | 32.0 | 28.7 |
| Recreational Walking | 36.3 | 34.2 | 29.5 |
| Per Cent of Population in Household Income Categories | 35.0 | 34.5 | 30.5 |

TABLE II-4

EDUCATIONAL CHARACTERISTICS OF ONTARIO POPULATION
DESIRING MORE FREQUENT PARTICIPATION IN PRESENT
ACTIVITIES

| Activities | (Row Per Cent) | | |
|---|----------------------|------------------|---------------------------------|
| | Less Than Grade 9 | Grade 9 to 13 | Grade 12 Plus Post-Secondary |
| Swimming | 20.3 | 45.5 | 34.2 |
| Fishing | 26.7 | 47.2 | 26.1 |
| Downhill Skiing | 13.9 | 39.9 | 46.2 |
| Water-skiing | 20.3 | 45.5 | 34.2 |
| Camping | 19.9 | 49.4 | 30.7 |
| Touring | 23.4 | 43.9 | 32.7 |
| Golfing | 11.1 | 44.8 | 44.1 |
| Tennis | 8.3 | 36.7 | 55.0 |
| Horseback Riding | 30.6 | 51.5 | 17.9 |
| Ice Skating | 21.6 | 51.2 | 27.2 |
| Alley Bowling | 24.5 | 53.2 | 22.3 |
| Snowmobiling | 18.7 | 62.9 | 18.4 |
| Hunting | 25.3 | 53.6 | 21.0 |
| Bicycling | 20.7 | 45.5 | 33.8 |
| Ice Hockey | 26.8 | 53.2 | 19.9 |
| Motor Boating | 22.6 | 50.7 | 26.7 |
| Canoeing | 15.4 | 30.4 | 54.3 |
| Baseball or Softball | 42.0 | 43.8 | 14.2 |
| Picnicking | 26.5 | 44.1 | 29.3 |
| Attending a Live Theatre or Concert Performance | 9.4 | 40.7 | 50.0 |
| Recreational Driving | 27.8 | 49.7 | 22.6 |
| Recreational Walking | 18.5 | 38.9 | 42.6 |
| Per Cent of Population in Educational Categories | 28.2 | 45.4 | 26.4 |

TABLE II-5

COMMUNITY SIZE CHARACTERISTICS OF ONTARIO POPULATION
DESIRING MORE FREQUENT PARTICIPATION IN PRESENT ACTIVITIES

| Activities | (Row Per Cent) | | |
|--|-----------------------|--------------------|--------------------|
| | 100,000 and larger | 5,000 to 99,999 | Less Than 5,000 |
| Swimming | 49.9 | 26.9 | 23.2 |
| Fishing | 39.3 | 31.3 | 29.4 |
| Downhill Skiing | 58.5 | 25.8 | 15.8 |
| Water-skiing | 44.1 | 30.8 | 25.1 |
| Camping | 38.0 | 31.3 | 30.7 |
| Touring | 45.7 | 23.3 | 31.0 |
| Golfing | 45.4 | 33.3 | 21.3 |
| Tennis | 65.1 | 21.6 | 13.3 |
| Horseback Riding | 46.1 | 27.9 | 26.0 |
| Ice Skating | 49.9 | 26.9 | 23.2 |
| Alley Bowling | 48.5 | 27.9 | 23.6 |
| Snowmobiling | 18.2 | 33.8 | 47.9 |
| Hunting | 29.3 | 33.3 | 37.3 |
| Bicycling | 50.3 | 28.8 | 20.9 |
| Ice Hockey | 39.9 | 30.7 | 29.4 |
| Motor Boating | 42.9 | 29.2 | 27.9 |
| Canoing | 46.5 | 29.7 | 23.9 |
| Baseball or Softball | 44.5 | 26.3 | 29.2 |
| Picnicking | 56.5 | 27.4 | 16.0 |
| Attending a Live Theatre or Concert Performance | 63.2 | 22.6 | 14.3 |
| Recreational Driving | 46.2 | 25.3 | 28.6 |
| Recreational Walking | 60.2 | 20.0 | 19.8 |
| Per Cent of Population in Community Size Categories | 48.3 | 26.8 | 24.9 |

TABLE II-6

DWELLING TYPE CHARACTERISTICS OF ONTARIO POPULATION
DESIRING MORE FREQUENT PARTICIPATION IN PRESENT ACTIVITIES

| Activities | (Row Per Cent) | | |
|---|--------------------|------------------------|-------|
| | Single Detached | Apartment or Duplex | Other |
| Swimming | 73.1 | 14.6 | 12.3 |
| Fishing | 75.8 | 10.8 | 13.4 |
| Downhill Skiing | 77.6 | 16.8 | 5.6 |
| Water-skiing | 83.4 | 11.3 | 5.3 |
| Camping | 75.7 | 13.3 | 11.1 |
| Touring | 76.8 | 12.1 | 11.2 |
| Golfing | 76.2 | 12.6 | 11.2 |
| Tennis | 71.9 | 15.9 | 12.2 |
| Horseback Riding | 78.4 | 11.9 | 9.7 |
| Ice Skating | 76.1 | 11.4 | 12.5 |
| Alley Bowling | 70.3 | 16.9 | 12.8 |
| Snowmobiling | 84.5 | 6.6 | 8.8 |
| Hunting | 82.3 | 6.9 | 10.8 |
| Bicycling | 69.7 | 15.0 | 15.2 |
| Ice Hockey | 76.0 | 10.6 | 13.4 |
| Motor Boating | 79.1 | 11.5 | 9.4 |
| Canoing | 83.7 | 9.2 | 7.2 |
| Baseball or Softball | 79.3 | 11.2 | 9.6 |
| Picnicking | 74.1 | 10.9 | 15.1 |
| Attending a Live Theatre or Concert Performance | 65.1 | 18.6 | 16.2 |
| Recreational Driving | 76.1 | 10.4 | 13.5 |
| Recreational Walking | 68.8 | 15.4 | 15.8 |
| Per Cent of Population in Dwelling Type Categories | 74.1 | 13.7 | 12.2 |

TABLE II-7

HOUSEHOLD COMPOSITION CHARACTERISTICS OF ONTARIO POPULATION
DESIRING MORE FREQUENT PARTICIPATION IN PRESENT ACTIVITIES

(Row Per Cent)

| <u>Activities</u> | <u>Single Person or Couple</u> | <u>Non- Family</u> | <u>Family</u> |
|--|------------------------------------|------------------------|---------------|
| Swimming | 13.9 | 36.9 | 49.2 |
| Fishing | 18.5 | 33.9 | 47.6 |
| Downhill Skiing | 18.7 | 42.6 | 38.7 |
| Water-skiing | 7.9 | 46.2 | 46.0 |
| Camping | 14.3 | 35.7 | 50.0 |
| Touring | 27.9 | 39.0 | 33.1 |
| Golfing | 19.8 | 32.5 | 47.7 |
| Tennis | 16.9 | 39.7 | 43.4 |
| Horseback Riding | 9.3 | 39.9 | 50.8 |
| Ice Skating | 8.2 | 41.2 | 50.7 |
| Alley Bowling | 16.5 | 40.5 | 43.0 |
| Snowmobiling | 9.8 | 43.0 | 47.2 |
| Hunting | 17.0 | 35.4 | 47.5 |
| Bicycling | 15.0 | 37.8 | 47.3 |
| Ice Hockey | 7.5 | 45.9 | 46.6 |
| Motor Boating | 14.7 | 41.3 | 44.1 |
| Canoeing | 17.7 | 44.9 | 37.4 |
| Baseball or Softball | 3.4 | 49.1 | 47.5 |
| Picnicking | 12.3 | 32.3 | 55.4 |
| Attending a Live Theatre or Concert Performance | 22.8 | 46.4 | 30.8 |
| Recreational Driving | 20.1 | 48.9 | 30.9 |
| Recreational Walking | 22.6 | 42.3 | 35.2 |
| Per Cent of Population in Household Composition Categories | 22.1 | 39.3 | 38.6 |

TABLE II-8

RESIDENTIAL MOBILITY¹ CHARACTERISTICS OF ONTARIO POPULATION
DESIRING MORE FREQUENT PARTICIPATION IN PRESENT ACTIVITIES

(Row Per Cent)

| <u>Activities</u> | <u>Zero</u> | <u>One</u> | <u>Two or More</u> |
|---|-------------|------------|------------------------|
| Swimming | 47.3 | 22.7 | 30.0 |
| Fishing | 54.0 | 20.7 | 25.3 |
| Downhill Skiing | 49.6 | 22.0 | 28.5 |
| Water-skiing | 56.6 | 23.4 | 20.0 |
| Camping | 50.4 | 19.7 | 30.0 |
| Touring | 64.8 | 16.4 | 18.8 |
| Golfing | 53.4 | 22.4 | 24.1 |
| Tennis | 47.0 | 17.1 | 35.9 |
| Horseback Riding | 54.7 | 23.2 | 22.1 |
| Ice Skating | 57.3 | 20.9 | 21.8 |
| Alley Bowling | 56.6 | 20.4 | 23.0 |
| Snowmobiling | 51.9 | 25.4 | 22.8 |
| Hunting | 58.0 | 19.0 | 23.1 |
| Bicycling | 55.8 | 14.9 | 29.3 |
| Ice Hockey | 53.1 | 23.6 | 23.3 |
| Motor Boating | 57.4 | 18.0 | 24.6 |
| Canoeing | 58.0 | 15.0 | 27.0 |
| Baseball or Softball | 61.0 | 19.5 | 19.6 |
| Picnicking | 50.1 | 19.6 | 30.2 |
| Attending a Live Theatre or Concert Performance | 48.0 | 23.0 | 28.9 |
| Recreational Driving | 56.8 | 17.0 | 26.2 |
| Recreational Walking | 52.8 | 16.7 | 30.5 |
| Per Cent of Population in Residential Mobility Categories | 58.9 | 20.2 | 20.9 |

¹ Residential mobility is measured by the number of
residential moves in the past five years

TABLE II-9

TABLE II-10

OCCUPATIONAL CHARACTERISTICS OF ONTARIO POPULATION
DESIRING MORE FREQUENT PARTICIPATION IN PRESENT ACTIVITIES

| Activities | (Row Per Cent) ⁺ | | | |
|---|-----------------------------|------------------------------------|-----------------------------|---------------------------|
| | Administrative and Related | Technological, Social and Cultural | Clerical, Sales and Service | Farming and Other Primary |
| Swimming | 8 | 23 | 43 | 3 |
| Fishing | 7 | 12 | 27 | 8 |
| Downhill Skiing | 14 | 41 | 37 | 10 |
| Water-skiing | 9 | 28 | 32 | 2 |
| Camping | 4 | 22 | 34 | 8 |
| Touring | 7 | 17 | 36 | 11 |
| Golfing | 14 | 21 | 35 | 2 |
| Tennis | 13 | 39 | 36 | * |
| Horseback Riding | 3 | 20 | 50 | 2 |
| Ice Skating | 8 | 19 | 48 | 2 |
| Alley Bowling | 6 | 11 | 50 | 2 |
| Snowmobiling | 3 | 13 | 32 | 11 |
| Hunting | 6 | 9 | 20 | 16 |
| Bicycling | 7 | 29 | 50 | 2 |
| Ice Hockey | 10 | 12 | 24 | 6 |
| Motor Boating | 5 | 17 | 31 | 7 |
| Canoelng | 10 | 29 | 30 | 2 |
| Baseball or Softball | 10 | 13 | 20 | 17 |
| Picnicking | 10 | 17 | 39 | 4 |
| Attending a Live Theatre or Concert Performance | 14 | 29 | 39 | * |
| Recreational Driving | 4 | 12 | 38 | 8 |
| Recreational Walking | 9 | 36 | 41 | 2 |
| Per Cent of Population in Occupational Categories | 8 | 18 | 38 | 6 |

* 1 per cent to 1.9 per cent

- Less than 1 per cent

+ Insufficient sample size does not allow the inclusion of a significant decimal

LANGUAGE¹ CHARACTERISTICS OF ONTARIO POPULATION DESIRING
MORE FREQUENT PARTICIPATION IN PRESENT ACTIVITIES

| Activities | (Row Per Cent) ⁺ | | |
|---|-----------------------------|--------|--------------|
| | English Only | French | Other Europe |
| Swimming | 65 | 13 | 20 |
| Fishing | 68 | 14 | 15 |
| Downhill Skiing | 74 | 12 | 13 |
| Water-skiing | 75 | 10 | 13 |
| Camping | 70 | 14 | 15 |
| Touring | 64 | 13 | 18 |
| Golfing | 82 | 7 | 9 |
| Tennis | 62 | 9 | 22 |
| Horseback Riding | 67 | 16 | 15 |
| Ice Skating | 65 | 14 | 16 |
| Alley Bowling | 73 | 10 | 16 |
| Snowmobiling | 76 | 13 | 10 |
| Hunting | 67 | 13 | 19 |
| Bicycling | 69 | 15 | 14 |
| Ice Hockey | 60 | 21 | 16 |
| Motor Boating | 76 | 10 | 11 |
| Canoelng | 79 | 10 | 9 |
| Baseball or Softball | 64 | 12 | 23 |
| Picnicking | 57 | 11 | 27 |
| Attending a Live Theatre or Concert Performance | 68 | 9 | 21 |
| Recreational Driving | 65 | 14 | 14 |
| Recreational Walking | 66 | 7 | 24 |
| Per Cent of Population in Language Categories | 67 | 11 | 18 |

¹ Defined on first two major languages spoken in household

* 1 per cent to 1.9 per cent

- Less than 1 per cent

+ Insufficient sample size does not allow the inclusion of a significant decimal

TABLE II-11

AGE DISTRIBUTION OF ONTARIO POPULATION DESIRING TO PARTICIPATE AGAIN IN PAST ACTIVITIES

| Activities | (Row Per Cent) | | |
|--|----------------|----------------|--------------|
| | 12 to 19 years | 20 to 49 years | 50 and older |
| Swimming | 16.1 | 63.4 | 20.5 |
| Fishing | 16.0 | 55.6 | 28.4 |
| Downhill skiing | 28.8 | 68.3 | 2.9 |
| Water-skiing | 39.1 | 58.5 | 2.4 |
| Camping | 20.1 | 66.7 | 13.2 |
| Touring | 4.5 | 43.8 | 51.7 |
| Tennis | 21.4 | 71.6 | 7.1 |
| Horseback Riding | 38.1 | 54.6 | 7.3 |
| Ice Skating | 8.9 | 76.0 | 15.1 |
| Alley Bowling | 9.1 | 57.7 | 33.2 |
| Per Cent of Population in Age Categories | 20.0 | 52.7 | 27.3 |

TABLE II-12

SEX DISTRIBUTION OF ONTARIO POPULATION DESIRING TO PARTICIPATE AGAIN IN PAST ACTIVITIES

| Activities | (Row Per Cent) | |
|--|----------------|--------|
| | Male | Female |
| Swimming | 38.1 | 61.9 |
| Fishing | 69.6 | 30.4 |
| Downhill Skiing | 54.5 | 45.5 |
| Water-skiing | 53.2 | 46.8 |
| Camping | 57.5 | 42.5 |
| Touring | 55.3 | 44.7 |
| Tennis | 43.6 | 56.4 |
| Horseback Riding | 33.8 | 66.2 |
| Ice Skating | 35.2 | 64.8 |
| Alley Bowling | 30.8 | 69.2 |
| Per Cent of Population in Sex Categories | 49.4 | 50.6 |

TABLE II-13

HOUSEHOLD INCOME CHARACTERISTICS OF ONTARIO POPULATION
DESIRING TO PARTICIPATE AGAIN IN PAST ACTIVITIES

| Activities | (Row Per Cent) | | |
|---|-----------------------|-------------------------|------------------------|
| | Less Than \$10,000 | \$10,000 to \$14,999 | \$15,000 and larger |
| Swimming | 41.9 | 36.8 | 21.3 |
| Fishing | 49.8 | 28.7 | 21.5 |
| Downhill Skiing | 27.9 | 34.8 | 37.4 |
| Water-skiing | 27.8 | 33.4 | 38.8 |
| Camping | 32.5 | 38.6 | 28.9 |
| Touring | 49.9 | 28.5 | 21.6 |
| Tennis | 22.2 | 35.0 | 42.8 |
| Horseback Riding | 26.5 | 31.7 | 41.9 |
| Ice Skating | 30.8 | 39.7 | 29.5 |
| Alley Bowling | 35.4 | 37.2 | 27.5 |
| Per Cent of Population in Household Income Categories | 35.0 | 34.5 | 30.5 |

TABLE II-14

EDUCATIONAL CHARACTERISTICS OF ONTARIO POPULATION
DESIRING TO PARTICIPATE AGAIN IN PAST ACTIVITIES

| Activities | (Row Per Cent) | | |
|---|----------------------|------------------|---------------------------------|
| | Less Than Grade 9 | Grade 9 to 13 | Grade 12 Plus Post-Secondary |
| Swimming | 19.1 | 55.4 | 25.5 |
| Fishing | 34.3 | 44.7 | 21.0 |
| Downhill Skiing | 10.7 | 43.0 | 46.4 |
| Water-skiing | 15.3 | 53.2 | 31.5 |
| Camping | 23.8 | 38.5 | 37.7 |
| Touring | 37.4 | 44.7 | 17.9 |
| Tennis | 10.8 | 42.0 | 47.7 |
| Horseback Riding | 21.6 | 47.4 | 30.9 |
| Ice Skating | 11.8 | 57.2 | 31.0 |
| Alley Bowling | 20.9 | 55.9 | 23.2 |
| Per Cent of Population in Educational Categories | 28.2 | 45.4 | 26.5 |

TABLE 11-15

COMMUNITY SIZE CHARACTERISTICS OF ONTARIO POPULATION
 DESIRING TO PARTICIPATE AGAIN IN PAST ACTIVITIES

| Activities | (Row Per Cent) | | |
|--|-----------------------|--------------------|--------------------|
| | 100,000 and larger | 5,000 to 99,999 | Less Than 5,000 |
| Swimming | 57.0 | 24.4 | 18.6 |
| Fishing | 42.3 | 29.3 | 28.3 |
| Downhill Skiing | 46.2 | 30.2 | 23.6 |
| Water-skiing | 41.5 | 30.0 | 28.5 |
| Camping | 41.8 | 29.5 | 28.7 |
| Touring | 50.6 | 17.9 | 31.5 |
| Tennis | 57.4 | 22.3 | 20.3 |
| Horseback Riding | 54.2 | 26.1 | 19.6 |
| Ice Skating | 51.0 | 26.6 | 22.4 |
| Alley Bowling | 45.7 | 25.6 | 28.7 |
| Per Cent of Population in Community Size Categories | 48.3 | 26.8 | 24.9 |

TABLE 11-16

DWELLING TYPE CHARACTERISTICS OF ONTARIO POPULATION
 DESIRING TO PARTICIPATE AGAIN IN PAST ACTIVITIES

| Activities | (Row Per Cent) | | |
|---|--------------------|------------------------|-------|
| | Single Detached | Apartment or Duplex | Other |
| Swimming | 64.7 | 16.0 | 19.3 |
| Fishing | 65.1 | 17.2 | 17.7 |
| Downhill Skiing | 69.0 | 22.6 | 8.4 |
| Water-skiing | 74.3 | 18.1 | 7.5 |
| Camping | 73.4 | 14.3 | 12.3 |
| Touring | 69.9 | 10.7 | 19.4 |
| Tennis | 60.0 | 22.5 | 17.5 |
| Horseback Riding | 70.8 | 17.8 | 11.4 |
| Ice Skating | 72.6 | 18.5 | 8.9 |
| Alley Bowling | 75.1 | 14.0 | 10.9 |
| Per Cent of Population in Dwelling Type Categories | 74.1 | 13.7 | 12.2 |

TABLE 11-17

HOUSEHOLD COMPOSITION CHARACTERISTICS OF ONTARIO POPULATION
DESIRING TO PARTICIPATE AGAIN IN PAST ACTIVITIES

(Row Per Cent)

| Activities | Single Person or Couple | Non- Family | Family |
|--|----------------------------|----------------|--------|
| Swimming | 20.4 | 31.6 | 47.9 |
| Fishing | 23.5 | 39.6 | 37.0 |
| Downhill Skiing | 16.6 | 31.4 | 52.0 |
| Water-skiing | 15.0 | 34.1 | 50.8 |
| Camping | 10.2 | 36.4 | 53.3 |
| Touring | 31.5 | 38.3 | 30.2 |
| Tennis | 18.1 | 33.9 | 48.0 |
| Horseback Riding | 12.0 | 33.6 | 54.4 |
| Ice Skating | 16.4 | 32.0 | 51.6 |
| Alley Bowling | 19.6 | 36.0 | 44.4 |
| Per Cent of Population in Household Composition Categories | 22.1 | 39.3 | 38.6 |

TABLE 11-18

RESIDENTIAL MOBILITY¹ CHARACTERISTICS OF ONTARIO POPULATION
DESIRING TO PARTICIPATE AGAIN IN PAST ACTIVITIES

(Row Per Cent)

| Activities | Zero | One | Two or More |
|---|------|------|----------------|
| Swimming | 46.6 | 28.0 | 25.4 |
| Fishing | 59.6 | 18.6 | 21.7 |
| Downhill Skiing | 34.6 | 25.0 | 40.4 |
| Water-skiing | 42.1 | 19.4 | 38.5 |
| Camping | 43.4 | 25.9 | 30.7 |
| Touring | 71.5 | 15.4 | 13.1 |
| Tennis | 34.1 | 27.2 | 38.7 |
| Horseback Riding | 49.2 | 20.9 | 29.9 |
| Ice Skating | 45.3 | 26.0 | 28.7 |
| Alley Bowling | 57.8 | 20.0 | 22.2 |
| Per Cent of Population in Residential Mobility Categories | 58.9 | 20.2 | 20.9 |

¹ Residential mobility is measured by the number of
residential moves in the past five years

TABLE 11-19

OCCUPATIONAL CHARACTERISTICS OF ONTARIO POPULATION
DESIRING TO PARTICIPATE AGAIN IN PAST ACTIVITIES

| Activities | (Row Per Cent) + | | | | |
|---|--|------------------------------------|-----------------------------|---------------------------|---|
| | Administrative and Managerial, Related | Technological, Social and Cultural | Clerical, Sales and Service | Farming and Other Primary | Processing, Machinery, Fabricating and Construction |
| Swimming | 7 | 16 | 44 | 3 | 29 |
| Fishing | 8 | 8 | 30 | 11 | 44 |
| Downhill Skiing | 15 | 30 | 32 | 4 | 18 |
| Water-skiing | 9 | 30 | 25 | 4 | 31 |
| Camping | 10 | 16 | 31 | 9 | 34 |
| Touring | 2 | 15 | 31 | 20 | 33 |
| Tennis | 8 | 28 | 45 | 3 | 16 |
| Horseback Riding | 7 | 24 | 40 | 5 | 24 |
| Ice Skating | 10 | 21 | 40 | 4 | 25 |
| Alley Bowling | 7 | 16 | 48 | 6 | 23 |
| Per Cent of Population in Occupational Categories | 8 | 18 | 38 | 6 | 30 |

+ Insufficient sample size does not allow the inclusion of a significant decimal

TABLE 11-20

LANGUAGE¹ CHARACTERISTICS OF ONTARIO POPULATION DESIRING
TO PARTICIPATE AGAIN IN PAST ACTIVITIES

| Activities | (Row Per Cent) + | | |
|---|------------------|--------|-------|
| | English Only | French | Other |
| Swimming | 56 | 10 | 23 |
| Fishing | 60 | 16 | 20 |
| Downhill Skiing | 68 | 15 | 17 |
| Water-skiing | 68 | 13 | 15 |
| Camping | 69 | 11 | 17 |
| Touring | 59 | 10 | 29 |
| Tennis | 59 | 15 | 20 |
| Horseback Riding | 75 | 9 | 14 |
| Ice Skating | 73 | 13 | 10 |
| Alley Bowling | 72 | 15 | 10 |
| Per Cent of Population in Language Categories | 67 | 11 | 18 |

¹ Defined on first two major languages spoken in household

- Less than 1 per cent

+ Insufficient sample size does not allow the inclusion of a significant decimal

TABLE II-21

AGE DISTRIBUTION OF ONTARIO POPULATION DESIRING TO BEGIN
PARTICIPATION IN NEW ACTIVITIES

| <u>Activities</u> | (Row Per Cent) | | |
|---|-------------------|-------------------|-----------------|
| | 12 to 19 years | 20 to 49 years | 50 and older |
| Downhill Skiing | 31.0 | 62.5 | 6.6 |
| Water-skiing | 49.7 | 46.8 | 3.5 |
| Golfing | 12.9 | 62.4 | 24.8 |
| Tennis | 23.2 | 69.0 | 7.9 |
| Horseback Riding | 33.0 | 60.0 | 7.0 |
| Recreational Flying | 27.6 | 65.4 | 7.0 |
| Skin or Scuba Diving | 45.8 | 52.2 | 2.0 |
| Cross Country Skiing | 16.9 | 73.5 | 9.5 |
| Sailing | 39.5 | 55.6 | 4.9 |
| Per Cent of Population in Age Categories | 20.0 | 52.7 | 27.3 |

TABLE II-22

SEX DISTRIBUTION OF ONTARIO POPULATION DESIRING TO BEGIN
PARTICIPATION IN NEW ACTIVITIES

| <u>Activities</u> | (Row Per Cent) | |
|---|----------------|--------|
| | Male | Female |
| Downhill Skiing | 41.6 | 58.4 |
| Water-skiing | 42.0 | 58.0 |
| Golfing | 41.9 | 58.1 |
| Tennis | 31.3 | 68.7 |
| Horseback Riding | 32.3 | 67.7 |
| Recreational Flying | 67.9 | 32.1 |
| Skin or Scuba Diving | 67.3 | 32.7 |
| Cross Country Skiing | 72.2 | 27.8 |
| Sailing | 59.6 | 40.4 |
| Per Cent of Population in Sex Categories | 49.2 | 50.6 |

TABLE II-23

HOUSEHOLD INCOME CHARACTERISTICS OF ONTARIO POPULATION
DESIRING TO BEGIN PARTICIPATION IN NEW ACTIVITIES

(Row Per Cent)

| Activities | Less Than \$10,000 | \$10,000 to \$14,999 | \$15,000 and larger |
|--|-----------------------|-------------------------|------------------------|
| Downhill Skiing | 21.7 | 39.6 | 38.7 |
| Water-skiing | 26.5 | 39.9 | 33.5 |
| Golfing | 33.1 | 37.3 | 29.5 |
| Tennis | 24.3 | 35.8 | 39.9 |
| Horseback Riding | 29.4 | 32.4 | 38.2 |
| Recreational Flying | 22.8 | 36.5 | 40.7 |
| Skin or Scuba Diving | 23.6 | 36.9 | 39.5 |
| Cross Country Skiing | 22.1 | 33.4 | 44.5 |
| Sailing | 17.1 | 35.9 | 47.0 |
| Per Cent of Population in Household Income Categories | 35.0 | 34.5 | 30.5 |

TABLE II-24

EDUCATIONAL CHARACTERISTICS OF ONTARIO POPULATION
DESIRING TO BEGIN PARTICIPATION IN NEW ACTIVITIES

(Row Per Cent)

| Activities | Less Than Grade 9 | Grade 9 to 13 | Grade 12 Plus Post-Secondary |
|---|----------------------|------------------|---------------------------------|
| Downhill Skiing | 19.7 | 48.0 | 32.4 |
| Water-skiing | 25.7 | 52.8 | 21.5 |
| Golfing | 17.7 | 55.1 | 27.2 |
| Tennis | 15.4 | 53.6 | 31.0 |
| Horseback Riding | 18.1 | 50.9 | 31.1 |
| Recreational Flying | 12.6 | 42.7 | 44.7 |
| Skin or Scuba Diving | 14.0 | 52.2 | 33.8 |
| Cross Country Skiing | 12.8 | 37.9 | 49.3 |
| Sailing | 13.6 | 41.6 | 44.8 |
| Per Cent of Population in Educational Categories | 28.2 | 45.4 | 26.4 |

TABLE II-25

COMMUNITY SIZE CHARACTERISTICS OF ONTARIO POPULATION
DESIRING TO BEGIN PARTICIPATION IN NEW ACTIVITIES

(Row Per Cent)

| Activities | (Row Per Cent) | | |
|--|-----------------------|--------------------|--------------------|
| | 100,000 and larger | 5,000 to 99,999 | Less Than 5,000 |
| Downhill Skiing | 48.8 | 30.0 | 21.2 |
| Water-skiing | 41.3 | 28.2 | 30.5 |
| Golfing | 45.1 | 27.2 | 27.7 |
| Tennis | 46.2 | 28.7 | 25.2 |
| Horseback Riding | 58.0 | 29.5 | 12.5 |
| Recreational Flying | 48.5 | 29.5 | 22.1 |
| Skin or Scuba Diving | 51.0 | 26.4 | 22.6 |
| Cross Country Skiing | 61.0 | 21.6 | 17.4 |
| Sailing | 56.8 | 24.6 | 18.6 |
| Per Cent of Population in Community Size Categories | 48.3 | 26.8 | 24.9 |

TABLE II-26

DWELLING TYPE CHARACTERISTICS OF ONTARIO POPULATION
DESIRING TO BEGIN PARTICIPATION IN NEW ACTIVITIES

(Row Per Cent)

| Activities | (Row Per Cent) | | |
|---|--------------------|------------------------|-------|
| | Single Detached | Apartment or Duplex | Other |
| Downhill Skiing | 73.9 | 12.0 | 14.2 |
| Water-skiing | 75.6 | 14.9 | 9.5 |
| Golfing | 78.4 | 12.4 | 9.2 |
| Tennis | 72.2 | 16.5 | 11.3 |
| Horseback Riding | 58.2 | 16.1 | 25.7 |
| Recreational Flying | 74.5 | 14.5 | 11.0 |
| Skin or Scuba Diving | 74.2 | 15.3 | 10.5 |
| Cross Country Skiing | 74.4 | 15.3 | 10.3 |
| Sailing | 70.2 | 13.4 | 16.4 |
| Per Cent of Population in Dwelling Type Categories | 74.1 | 13.7 | 12.2 |

TABLE II-27

HOUSEHOLD COMPOSITION CHARACTERISTICS OF ONTARIO POPULATION
DESIRING TO BEGIN PARTICIPATION IN NEW ACTIVITIES

(Row Per Cent)

| <u>Activities</u> | <u>Single Person or Couple</u> | <u>Non- Family</u> | <u>Family</u> |
|--|------------------------------------|------------------------|---------------|
| Downhill Skiing | 8.6 | 39.8 | 51.6 |
| Water-skiing | 10.1 | 38.2 | 51.7 |
| Golfing | 19.3 | 39.3 | 41.4 |
| Tennis | 14.2 | 34.9 | 50.9 |
| Horseback Riding | 13.9 | 42.6 | 43.5 |
| Recreational Flying | 13.8 | 46.9 | 39.3 |
| Skin or Scuba Diving | 11.0 | 48.0 | 41.0 |
| Cross Country Skiing | 20.4 | 40.2 | 39.4 |
| Sailing | 18.2 | 39.6 | 42.2 |
| Per Cent of Population in Household Composition Categories | 22.1 | 39.3 | 38.6 |

TABLE II-28

RESIDENTIAL MOBILITY¹ CHARACTERISTICS OF ONTARIO POPULATION
DESIRING TO BEGIN PARTICIPATION IN NEW ACTIVITIES

(Row Per Cent)

| <u>Activities</u> | <u>Zero</u> | <u>One</u> | <u>Two or More</u> |
|---|-------------|------------|------------------------|
| Downhill Skiing | 45.8 | 26.4 | 27.7 |
| Water-skiing | 55.0 | 20.4 | 24.6 |
| Golfing | 60.4 | 19.3 | 20.3 |
| Tennis | 43.3 | 27.8 | 29.0 |
| Horseback Riding | 43.4 | 20.6 | 36.0 |
| Recreational Flying | 51.1 | 17.5 | 31.4 |
| Skin or Scuba Diving | 50.5 | 21.6 | 27.9 |
| Cross Country Skiing | 33.6 | 30.2 | 36.3 |
| Sailing | 50.1 | 17.2 | 32.7 |
| Per Cent of Population in Residential Mobility Categories | 58.9 | 20.2 | 20.9 |

¹ Residential mobility is measured by the number of residential moves in the past five years

TABLE II-30

LANGUAGE¹ CHARACTERISTICS OF ONTARIO POPULATION DESIRING
TO BEGIN PARTICIPATION IN NEW ACTIVITIES

| Activities | (Row Per Cent) ⁺ | | |
|--|-----------------------------|--------|-------|
| | English Only | French | Other |
| Downhill Skiing | 69 | 10 | 18 |
| Water-skiing | 71 | 12 | 16 |
| Golfing | 74 | 9 | 15 |
| Tennis | 71 | 11 | 16 |
| Horseback Riding | 59 | 15 | 21 |
| Recreational Flying | 74 | 11 | 13 |
| Skin or Scuba Diving | 76 | 10 | 12 |
| Cross Country Skiing | 71 | 9 | 17 |
| Sailing | 66 | 12 | 21 |
| Per Cent of Population in Language Categories | 67 | 11 | 18 |
| | | | 3 |

¹ Defined on first two major languages spoken in the household

* 1 per cent to 1.9 per cent

+ Insufficient sample size does not allow the inclusion of
a significant decimal

TABLE II-29

OCCUPATIONAL CHARACTERISTICS OF ONTARIO POPULATION
DESIRING TO BEGIN PARTICIPATION IN NEW ACTIVITIES

| Activities | (Row Per Cent) ⁺ | | | | |
|--|-----------------------------|--|--------------------------------|---------------------------|---|
| | Administrative and Related | Managerial, Technological, Social and Cultural | Clerical, Sales and Service | Farming and Other Primary | Processing, Machinery, Fabricating and Construction |
| Downhill Skiing | 6 | 17 | 46 | 3 | 28 |
| Water-skiing | 3 | 20 | 45 | 2 | 31 |
| Golfing | 17 | 22 | 35 | 2 | 24 |
| Tennis | 8 | 28 | 41 | * | 22 |
| Horseback Riding | 5 | 21 | 59 | - | 15 |
| Recreational Flying | 12 | 23 | 35 | 4 | 26 |
| Skin or Scuba Diving | 7 | 24 | 33 | * | 35 |
| Cross Country Skiing | 2 | 41 | 40 | * | 10 |
| Sailing | 5 | 26 | 42 | 4 | 24 |
| Per Cent of Population in Occupational Categories | 8 | 18 | 38 | 6 | 30 |

* 1 per cent to 1.9 per cent

- Less than 1 per cent

+ Insufficient sample size does not allow the inclusion of
a significant decimal

CHAPTER III

CONSTRAINTS TO PARTICIPATION IN PREFERRED ACTIVITIES

1. INTRODUCTION

Portions of the activity preference section of the ORS questionnaire were designed to provide data describing why residents did not participate more often in preferred activities.

In this chapter, six activities and six demographic variables are considered in detail, in order to determine the type of reasons various segments of the population believe constrain them from attaining desired levels of participation. The six activities used in this analysis are: fishing, camping, horseback riding, tennis, bicycling and alley bowling. These activities were chosen on the basis of their representing a range of different activities that are highly ranked in terms of overall preference.

(Refer to Tables III-4 to III-16.) The demographics used in this analysis are age of respondent, sex of respondent, annual household income, community size, occupation, and the education of the head of the household. Due to sample size limitations the following grouping of reasons for less than desired participation has been used:

1. No opportunity near home;
2. Facilities near home are poor quality, inadequate, not challenging, too crowded;
3. Costs too much;
4. Not enough time - because of work or school;
5. Not enough time - because of responsibilities at home;
6. Other reasons;
7. Lack of skill (for new activities only).

For each of the preference types (preferred present, past and new activities) tables have been constructed for detailed analysis by a cross tabulation of the constraints with demographics and activity types. Unfortunately, because of inadequate sample size, bicycling cannot be included in the list of preferred past activities and camping, alley bowling, fishing and bicycling cannot be included in the list of preferred future activities.

1.1 Constraint Values

For each of the three preference types, the percentage of times* that a particular constraint was listed by residents having a particular demographic characteristic is summed over the selected activities. An average value provides a crude measure of the relative importance of that particular constraint for members of that demographic group.

In order to facilitate interpretation, averages resulting from the above calculations are standardized by specifying the top constraint as 1.00 and adjusting the other values accordingly. For example, if residents 12 to 19 years of age specified "no opportunity near home" as the top constraint (21%), "lack of time" because of the respondent's work or school as the second most important constraint

* The percentage of times that a constraint was listed for an activity and preference type is determined by comparing the total number of times that a constraint is listed against the total number of all constraints listed by members of that demographic category. Up to three different constraints could be specified for an activity by each respondent.

(18%) and "cost" as the third most important constraint (16%), the respective standardized constraint values would be 1.00, .86 (18/21), and .76 (16/21). Tables III-1, III-2 and III-3 summarize these standardized constraint values for the three preference types and the nineteen demographic categories.

1.2 Constraint Levels

Special attention has been given to those instances in which certain constraints are mentioned more frequently by respondents in specific demographic categories than would normally be expected of them, based upon their share of the total population.

The instances in which the percentage of responses associated with a particular constraint is above-average have again been categorized into levels of ascending order so as to describe the degree to which specific constraints are above-average in selection. These resulting "constraint levels" are based upon the positive difference in percentage points between the proportion of responses associated with a specific constraint and the mean. The following constraint levels are maintained for each of the preference types:

| | | | |
|-------|-------|--------------|------------------------------|
| Level | I - | 5.0 to 9.9 | percentage points above mean |
| Level | II - | 10.0 to 14.9 | percentage points above mean |
| Level | III - | 15.0 to 24.9 | percentage points above mean |
| Level | IV - | 25.0 or more | percentage points above mean |

2. PRESENT ACTIVITIES

The lack of time due to the responsibilities related to work or school is the principal constraint to desired levels of participation for members of all demographic categories.

Facilities that are unchallenging, of poor quality or are too crowded and a lack of time due to family or household obligations are considered by most respondents to be equally important secondary factors limiting their participation in those activities in which they presently participate. The three remaining constraints each account for comparable proportions of the total number of responses recorded.

The distribution of reasons which present participants give for participating less than they desire in specific activities is summarized in Tables III-4 to III-9.

2.1 Age of Respondent

- . A lack of time due to obligations related to school or work is the major constraint listed by respondents 12 to 19 years of age who participate at less than desired levels in fishing, camping and recreational bicycling. For all activities, residents in this age group exhibit similar constraint values for considering a lack of nearby opportunities (.73), cost (.69) and poor facilities (.73) to be important secondary constraints limiting increased participation.

The highest constraint levels demonstrated by residents 12 to 19 years of age are associated with a lack of convenient opportunities for horseback riders (Level III) and prohibitive costs for alley bowlers (Level III). (Tables III-1, III-4, III-5, III-6, III-8, III-9)

- . A lack of time due to commitments of work and family obligations accounts for more than 50 per cent of the constraints listed by respondents in the 20 to 49 year age category who currently fish, bicycle, camp or alley bowl.

For all activities participated in by residents 20 to 49 years of age, home and family responsibilities is the most important secondary constraint to further participation (.65). Above-average constraint levels related to responsibilities of work only occur for residents in this age group who fish or camp. This is not unexpected since participation in these activities often requires a sufficient amount of time for either a day trip or overnight trip.

(Tables III-1, III-4, III-5, III-6, III-9)

- . Participants 12 to 49 years of age believe that the poor quality or crowded nature of tennis facilities is the most important reason they do not increase their participation in tennis (a Level III difference for the age group 12 to 19, and a Level II difference for the age group 20 to 49).

(Table III-7)

2.2 Sex of Respondent

- . Both male and female respondents indicate that insufficient time due to the requirements demanded by work and a family is the most important reason for them participating less frequently than they would like to in fishing, bicycling, camping and alley bowling. For all activities, however, the lack of time because of family obligations is a more significant constraint for females (.80) than it is for males (.44).

(Tables III-1, III-4, III-5, III-6, III-9)

- . Both sexes exhibit Level II constraint levels for considering both a lack of opportunities, and cost as deterrents to increased participation in horseback riding. Tennis players of either sex are most constrained by crowded or inadequate facilities (Levels III for females and IV for males).

(Tables III-7, III-8)

2.3 Annual Household Income

A lack of time due to family or work commitments accounts for over half of the reasons given by respondents in each of the income categories for not participating as often as they would like to in fishing, recreational bicycling, camping or alley bowling. The only exception occurs for respondents from a household with an income of less than \$10,000 who bicycle less frequently than they would like to because of "other reasons", such as temporary or permanent physical disability.

- . Excessive costs and a lack of nearby opportunities, are less important constraints for residents with household incomes of \$15,000 and larger, than they are for residents in the lower income categories.
(Table III-1)
- . Respondents in each of the three income groups exhibit Level III constraint values for attributing their lack of increased participation in tennis to facilities that are either crowded or of poor quality.
(Table III-7)
- . Cost considerations and a scarcity of nearby opportunities are mentioned more often than average by respondents in each of the income categories who are currently not achieving their desired levels of participation in horseback riding. It is interesting to note that cost is considered to be a more important constraint for a greater proportion of respondents in the \$15,000 and larger income category (31%) than it is for those in the middle and lower income brackets (19% and 28% respectively).
(Table III-8)

2.4 Education of Head of Household

The distribution of reasons given by respondents in the various educational categories for participating less than they desire in selected recreational activities is similar to the distribution of reasons given by respondents in the various household income categories.

- . Respondents in each of the educational categories indicate that a lack of time due to family or work obligations accounts for the majority of reasons given for participation at less than desired rates in recreational bicycling, fishing, camping and alley bowling.
(Tables III-4 to III-7, III-9)
- . For those respondents with a greater than grade 9 education, crowded, unchallenging or poor quality facilities are listed as the primary reason for not increasing participation in tennis (a Level III preference).
(Table III-7)
- . Respondents in each of the education categories tend to assign a comparable amount of importance to cost as a factor limiting their horseback riding (Level III difference for the upper two categories).
(Table III-8)

2.5 Community Size

A lack of time due to the onus of work is the most important constraining factor listed by residents who currently participate in fishing, camping, alley bowling and recreational bicycling. For tennis players inadequate facilities is the most important constraint, whereas cost and lack of opportunities are most important for horseback riders.

- . For respondents in communities with a population of less than 100,000, family commitments are the second most important constraint limiting the time available for increased participation in fishing. In communities of 100,000 or more residents consider the lack of opportunities to be the second most important constraint.

(Table III-4)

- . Respondents in each of the community size categories, who presently participate in recreational bicycling list a number of other reasons as being important in limiting their participation. The lack of an organized programme or a cycling companion is the most important of these other reasons given by cyclists who are residing in communities of 5,000 or more. Poor weather conditions tend to be more important for residents of communities of less than 5,000. Temporary physical inability is also an important constraint for all participants in recreational bicycling.

(Table III-5)

- . The lack of opportunities appears to be an important constraint for horseback riders from communities with populations of less than 5,000, while residents of larger communities are somewhat more concerned with the costs of increased participation.

(Table III-8)

2.6 Occupation of Head of Household

Respondents in each of the occupational categories consider their inability to achieve their desired levels of participation in current activities to be the direct result of an insufficient amount of time for further participation because of responsibilities related to work. Unsatisfactory facilities and an inadequate amount of time due to family commitments tend to be the most significant secondary constraints for respondents in the majority

of the demographic categories. Respondents employed in farming or other primary occupations have the highest constraint value (.86) associated with home responsibilities as a limiting factor to further participation. This probably is a reflection of the close association of the home with work for those employed in farming. Members of households whose heads are employed in farming or other primary related occupations assign little importance to the lack of nearby opportunities (.13) and to poor or crowded facilities (.18). To a lesser extent the same is true for respondents whose household head is employed in managerial, administrative and related occupations, however, in this situation it is more a function of the relative dominance of the work constraint.

- . In four out of the five occupational categories respondents consider the obligations associated with work and a family as being primarily responsible for limiting the amount of time available for increased participation in fishing. The only exception occurs for respondents in the managerial, administrative and related occupational category, who consider a lack of opportunities as the most important secondary constraint limiting increased participation. (Table III-4)

- . "Other reasons" rank second in importance as a factor limiting increased participation in recreational bicycling for those respondents whose head of household is employed either in technological, social, and cultural occupations or clerical, sales and service occupations. The majority of these reasons relate to physical inability, poor weather conditions or the lack of a programme or cycling companion. (Table III-5)

- . As expected, for tennis players, in those occupational categories that are of sufficient sample size to be analysed, overcrowded or poor-quality facilities is the most important constraint to increased participation. (Table III-7)

- . The following constraints, as listed in descending order according to importance, account for over 70 per cent of the reasons respondents in the various occupational categories give for less than desired participation in camping; insufficient time because of work, lack of time due to family responsibilities and crowded or poor-quality facilities. (Table III-6)

3. PAST ACTIVITIES

An examination of the constraint values developed for each of the demographic categories indicates that, for those activities in which respondents have participated prior to, but not during the past twelve months, the major constraint to renewed participation for respondents in 74 per cent of the demographic categories is a lack of time because of work commitments. Seventy per cent of those respondents who list work as their primary constraint consider other reasons to be their principal secondary constraint.

Constraints listed in the other reasons category however, are considered to be the primary constraint to renewed participation by: females; respondents 50 years of age or over; those from a household whose income is less than \$10,000 a year; or those whose household head has a less than grade 9 education.

A lack of time due to family obligations or a scarcity of nearby opportunities are the most frequently mentioned third-ranked constraints.

The exact distribution of responses given by past participants in the various demographic categories for being unable to participate again in specific activities is summarized in Tables III-10 to III-14.

3.1 Age of Respondent

- . A lack of opportunities is the most important constraint listed by respondents 12 to 19 years of age who no longer participate in tennis, horseback riding and alley bowling. "Other reasons" (such as a lack of programme or companion) are most frequently listed as a secondary constraint limiting participation in these activities.
(Tables III-12, III-13, III-14)
- . The lack of time because of the responsibilities of school is considered the primary reason respondents 12 to 19 years of age no longer fish or camp. The highest constraint value exhibited by this age group (Level II) is associated with tennis facilities that are considered to be either of poor quality or too crowded.
(Tables III-10, III-11, III-12)
- . A lack of time due to family and work responsibilities is considered to be the most important factor constraining respondents in the 20 to 49 year age category from participating once again in fishing, camping or alley bowling. Family responsibilities appear to be especially important (Level III) in limiting the time available to former alley bowlers for renewed participation. The absence of nearby tennis or horseback riding opportunities and physical incapability are considered by former participants 20

to 49 years old to be primary reasons for not being able to renew participation in these activities.

(Tables III-10 to III-14)

3.2 Sex of Respondent

- . With the exceptions of cost, which is the major deterrent for former horseback riders, and "other reasons", which is the most important constraint listed by former alley bowlers, a lack of time because of work responsibilities is the most frequent reason given by male respondents for no longer participating in the remaining activities. Responsibilities related to work exhibit the highest constraint value (Level III) for past participants in camping.

(Tables III-10 to III-14)

- . Work responsibilities are of considerably less importance to females in limiting their participation in past activities than a lack of nearby opportunities (camping or horseback riding), "other reasons" (tennis or alley bowling), and family responsibilities (camping).

(Tables III-11 to III-14)

3.3 Annual Household Income

An overview of the constraint values associated with each of the income categories indicates that an inadequate amount of time available for renewed participation because of work commitments, is the most important constraint influencing respondents whose household income is \$10,000 or larger. Respondents from households with incomes of less than \$10,000 mention "other reasons", such as physical disability as their primary constraint.

Tertiary reasons given by residents for no longer participating in past activities are distinct for each of the household income categories. Cost, which is the most frequently mentioned third-ranked constraint for households with incomes of less than \$10,000 (.82), becomes an increasingly less important constraint for higher income households. Constraint values of Level III or greater are exhibited by respondents in the various demographic categories for the following activities:

- . A lack of time for fishing because of work is an important constraint frequently mentioned by respondents with household incomes of \$10,000 to \$14,999.
(Table III-10)
- . Former campers from households with incomes of less than \$10,000 consider the lack of time because of work to be especially significant in restricting their renewed participation.
- . Residents from households with incomes of less than \$15,000 consider prohibitive costs to be particularly important in restricting their participation in camping. This is especially true for respondents in the middle income category. (Table III-11)
- . The highest constraint level associated with respondents in the \$15,000 and larger income category is attributed to "other reasons", permanent or temporary physical inability, for no longer participating in alley bowling.
(Table III-14)
- . Similar levels of above-average constraint values are exhibited by members of each income category for listing cost as a major

limiting factor to further participation in horseback riding and for considering a lack of convenient opportunities as a significant deterrent to continued participation in tennis. (Tables III-12, III-13)

3.4 Community Size

An examination of the constraint values related to each of the community size categories indicates that work responsibilities are more frequently mentioned as the principal limiting factor by respondents in each group. For residents living in communities with populations of 5,000 to 99,999, constraints listed in the "other reasons" category are considered to be equally significant primary factors restraining overall activity participation. A scarcity of time because of family obligations is the chief secondary constraint listed by residents living in communities of this size. The absence of nearby opportunities, as well as a number of "other reasons", are secondary constraints of comparable magnitude listed by respondents in the remaining two community size categories.

- . About 20 per cent of the reasons residents in each of the community size categories give for no longer participating in camping are attributed to high costs.

(Table III-11)

- . Next to the lack of time, the absence of nearby fishing opportunities is the secondary constraint most frequently listed by former anglers living in communities of over 100,000. In contrast, residents of communities with populations of less than 100,000 consider "other reasons", such as physical incapability to be secondary to a lack of time.

(Table III-10)

- . A lack of opportunities for participation in tennis is most important to residents of communities with populations of less than 5,000 but of slightly less importance to residents of communities with populations of 100,000 and larger. (Table III-12)
- . Cost becomes an increasingly important constraint (Level II) to horseback riding for former participants from communities of larger population size.

Residents of communities with populations of 5,000 to 99,999 demonstrate a Level II constraint value for considering the lack of opportunities as the chief constraint to renewing participation in horseback riding (29%). (Table III-13)

- . The lack of opportunities available for participation in alley bowling is only considered as a primary constraint to further participation by residents of communities of fewer than 5,000 inhabitants. A lack of time due to family commitments is an important reason given by residents of communities with populations of 5,000 and greater for no longer participating in alley bowling, however "other reasons", predominantly those associated with physical disabilities, are the most important constraint for former alley bowlers living in communities of this size. (Table III-14)

3.5 Occupation of Head of Household

Due to sample size limitations insufficient data are available for a comprehensive examination of the distribution of reasons given by respondents from each of the occupational categories for no longer participating in certain past activities. As a result only those constraints which are listed more frequently than average by respondents in the various demographic categories will be outlined below.

- . Respondents in processing, manufacturing, fabricating and construction occupations have Level II constraint values for listing a lack of time due to obligations of work, and other reasons for no longer participating in fishing. (Table III-10)

- . Residents employed in clerical, sales or service occupations have above-average constraint levels for mentioning other reasons as important factors in limiting their participation in fishing (Level II), while a lack of time due to family obligations is equally important to respondents who have previously camped. (Tables III-10, III-11)

4. PREFERRED NEW ACTIVITIES

Caution must be exercised when constraints for new activities are considered since average values and the subsequent standardized constraint values are only based on horseback riding and tennis.

Members of 13 out of 17 demographic categories consider their lack of skill to be the most important reason preventing them from beginning to participate in tennis or horseback riding. Of those respondents who list lack of skill as their primary constraint, almost 70 per cent consider the absence of nearby opportunities to be the most significant secondary factor while the remaining 30 per cent list inadequate time due to the responsibilities of work as the chief secondary constraint.

Respondents 12 to 19 years of age, as well as those with a household income between \$10,000 and \$14,999, consider the lack of nearby opportunities to be the most

important reason for not initiating participation in tennis or horseback riding. While male respondents list a lack of time because of commitments related to work as the most effective constraint to new participation, respondents 50 years of age and older mention other reasons, primarily those concerning temporary or permanent physical disability, as the most important factor restraining their participation in new activities.

4.1 Age of Respondent

- . The highest above-average constraint levels exhibited by respondents in the 12 to 19 and 20 to 49 year age categories occur at least at Level II for those respondents who have not participated in tennis or horseback riding because they lack the necessary skills. Although this lack of skill accounts for the greatest percentage of reasons potential tennis players 12 to 19 years of age give for not participating (24%), the largest proportion of reasons potential horseback riders give for non-participation is directly attributable to a lack of nearby opportunities (35%).

(Tables III-15, III-16)

- . A lack of time because of occupational commitments is the secondary constraint for residents contemplating new participation in tennis, yet it is cost that inhibits potential horseback riders in the 20 to 49 year old group.

(Tables III-15, III-16)

4.2 Sex of Respondent

- . Male respondents offer reasons associated with a lack of time due to the obligations of work as well as reasons related to the crowded or unchallenging nature of tennis facilities for not beginning to participate

in tennis. This demographic category is the only one in which respondents do not regard a lack of skill as a major deterrent to participation in new activities except horseback riding (Level I difference).

(Tables III-15, III-16)

- . Female respondents consider a lack of skill to be the major reason for not beginning to play tennis (Level I) and a lack of opportunities for not horseback riding (Level I).

(Tables III-15, III-16)

4.3 Annual Household Income

- . A lack of skill accounts for more than 20 per cent of the reasons respondents in each of the income categories give for not participating in horseback riding. A lack of opportunities and the costs associated with participation in horseback riding account for about 40 per cent of the reasons for non-participation, although cost is cited more often by the low income group (24%) than the high income group (19%).

(Tables III-15, III-16)

5. PREFERRED NUMBER OF ADDITIONAL DAYS OF PARTICIPATION

Another approach to the examination of an individual's desire for increased participation is possible using data collected in the activity preference section of the ORS. A question was asked about the preferred number of additional days for each activity that the respondent wanted to participate in more frequently or simply wanted to engage in again. Table III-17 lists, for those recreational activities in which at least two per cent of the Ontario population desire increased participation, the number of additional days of participation preferred by current and former participants.

Responses to this question should never be used independently to estimate the "latent demand" for activities. Such responses become meaningful only when interpreted in light of other considerations such as socio-economic characteristics, the supply of opportunities and the constraints faced by particular groups of respondents. Desired changes in participation must be related to probable changes in the circumstances faced by the individuals.

An avid downhill skier might state a preference for 250 additional days of skiing even though his financial and temporal constraints would make the attainment of this level of participation highly unlikely. In order to attenuate the effects of such unrealistic estimates on the provision of reliable estimates of the number of preferred additional days of participation, all responses of 100 days or more were reduced to 99 days. A more detailed analysis of this variable in terms of the demographic variables is not possible because of sample size limitations.

6. SUMMARY

Although comparisons of the constraint values associated with each of the demographic categories for the three activity types would be interesting, conclusions based upon such comparisons would be statistically unreliable because of the variation in the number of activities utilized in the development of the constraint values for each of the activity types. A somewhat more reliable basis for

comparisons can be developed by examining the average constraint value associated with each constraint category for the three activity types, however discretion is still advised for those interpreting the results. From Tables III-1, III-2 and III-3 it can be seen that a lack of nearby opportunities is a more important overall constraint for residents contemplating participation in new activities (.77) than it is for residents who no longer participate in past activities (.59) or for those who are unable to increase their present level of participation (.40). An examination of those activities in which residents presently participate indicates that, for each of the demographic categories, horseback riders consider a lack of nearby opportunities to be a more important constraint limiting their participation than do participants in any of the other activities. In terms of past activities there is a fairly even distribution of tennis players and horseback riders who consider the scarcity of convenient opportunities to be a more important constraint to them than to other members of their demographic category who participate in any of the remaining activities.

Cost is the least important overall constraint to respondents who are currently participating in any of the present activities (.39). Although this constraint has a higher overall constraint value for past participants (.51) and possible future participants (.53), it still maintains a relatively low rank compared to the remaining constraint categories. A comparison of respondents who currently participate in any of the present activities indicates

that, for 85 per cent of the demographic categories, cost appears to be a relatively more important constraint to horseback riders than it is for any other group of participants. For past activities the same situation exists in almost 70 per cent of the demographic categories.

There is not a substantial amount of variation in the degree to which respondents participating in past, present or new activities consider unchallenging, poor quality or crowded facilities to be a constraint to more active participation. For present activities, in all of the demographic categories, tennis players attribute a greater proportion of their reasons for not participating at their desired levels to poor facilities, than do participants in any of the other activities.

This also holds true in 77 per cent of the demographic categories for former tennis players.

A lack of time due to work commitments is the most important overall constraint to past participants (.95) and current participants (1.00) in any of the listed activities. Potential future participants, however, do not consider work to be an overwhelming constraint(.58).

In over one-half of the demographic categories, of all respondents currently participating in an activity, campers consider themselves to be most affected by this lack of time. If one considers past participation, for 58 per cent of the demographic categories, former campers have the greatest proportion of their reasons for non-participation

allocated to a lack of time, while, in the remaining categories, anglers demonstrate the highest proportions for this constraint.

In comparison to former participants (.61) and present participants (.56), potential new participants consider a lack of time due to home and family commitments to be a relatively minor constraint to active participation (.39). In over one-half of the demographic categories, former and present alley bowlers consider their activity participation to be constrained by a lack of time more often than do participants in other activities.

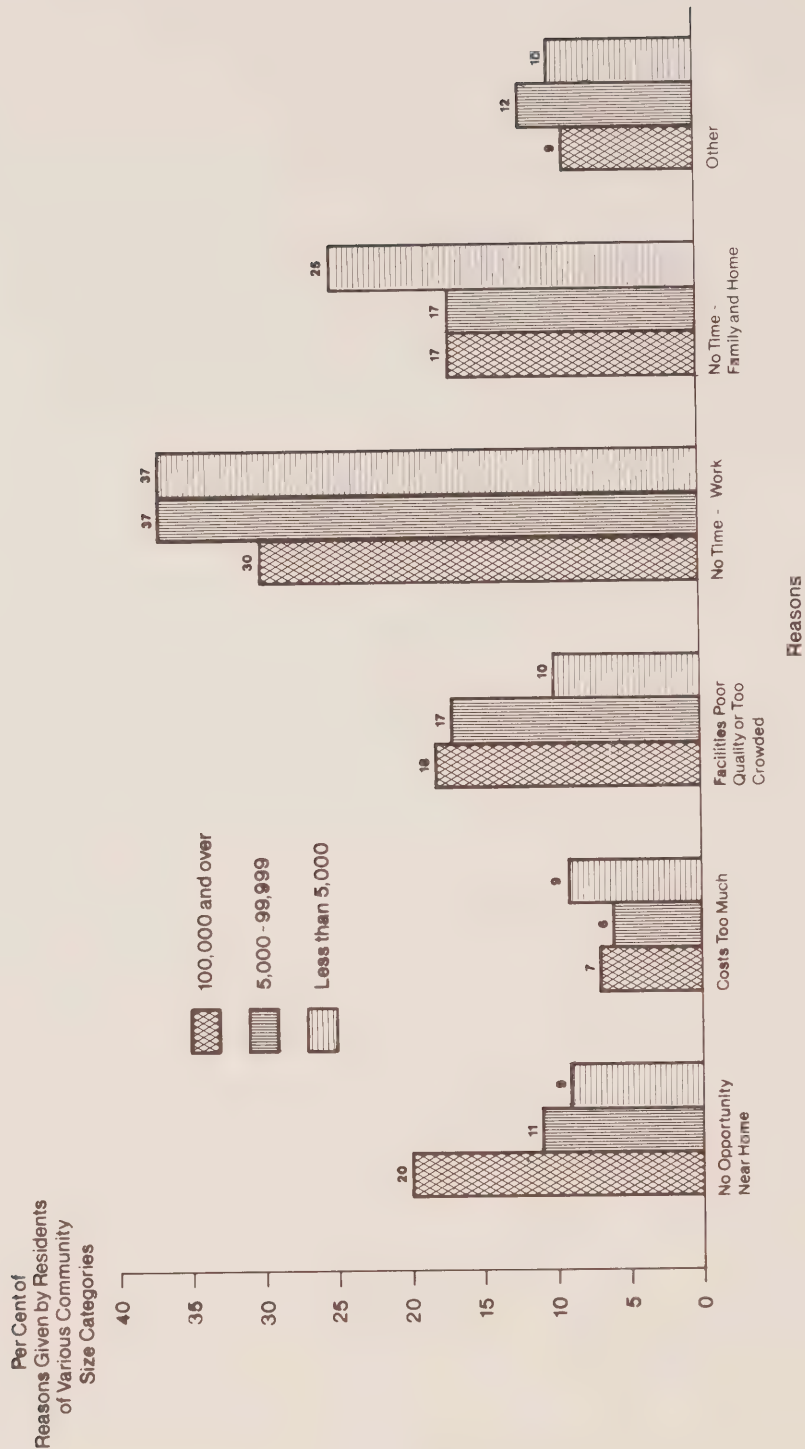
A comparison of the three preference types indicates that "other reasons" are more important in limiting past participation (.78) than they are in limiting present participation (.41) or potential new participation (.51). A temporary or permanent physical disability is the most frequently mentioned "other reason" given by respondents for each of the activity types. The second most popular of the other reasons given for each of the activity types are: the lack of a babysitter for current participants; other priorities for former participants; and "too dangerous" for potential participants.

In examining all past participants, for 69 per cent of the demographic categories, former alley bowlers attribute a higher proportion of their reasons for non-participation to other reasons. In the case of present participants, in 86 per cent of the demographic categories, recreational bicyclists consider themselves to be more constrained by

reasons summarized in this category than do participants in other activities.

FIGURE III-1

Distribution of Reasons Present Participants, in Various Community Size Categories, Give for Participating Less Than They Desire in Fishing



Source: Table III-4

TABLE III-1

DISTRIBUTION OF CONSTRAINT VALUES ASSOCIATED WITH THE REASONS PARTICIPANTS GIVE FOR PARTICIPATING AT LESS THAN DESIRED LEVELS IN PRESENT ACTIVITIES

| | No Opportunity | Costs Too Much | Poor Facilities | Work/School Responsibilities | Home Responsibilities | Other Reasons |
|---|----------------|----------------|-----------------|------------------------------|-----------------------|---------------|
| Age | | | | | | |
| 12 to 19 years | .73 | .69 | .73 | 1.00 | .35 | .42 |
| 20 to 49 years | .35 | .35 | .48 | 1.00 | .65 | .32 |
| 50 and older | .28 | .14 | .42 | 1.00 | .50 | .44 |
| Sex | | | | | | |
| Male | .41 | .38 | .53 | 1.00 | .44 | .38 |
| Female | .52 | .52 | .64 | 1.00 | .80 | .56 |
| Household Income | | | | | | |
| Less than \$10,000 | .48 | .63 | .48 | 1.00 | .56 | .56 |
| \$10,000 to \$14,999 | .48 | .38 | .59 | 1.00 | .59 | .45 |
| \$15,000 or more | .32 | .32 | .61 | 1.00 | .61 | .39 |
| Education of Head of Household | | | | | | |
| Less than grade 9 | .45 | .52 | .45 | 1.00 | .52 | .52 |
| Grade 9 to 13 | .45 | .45 | .55 | 1.00 | .59 | .41 |
| Grade 12 plus post-secondary | .50 | .39 | .68 | 1.00 | .61 | .43 |
| Occupational Class | | | | | | |
| Managerial, Administrative and Related | .21 | .11 | .40 | 1.00 | .21 | .19 |
| Technological, Cultural and Social | .23 | .26 | .46 | 1.00 | .63 | .34 |
| Clerical, Sales and Service | .36 | .33 | .52 | 1.00 | .49 | .33 |
| Farming and other Primary | .13 | .26 | .18 | 1.00 | .84 | .29 |
| Processing, Machinery, Fabricating and Construction | .39 | .27 | .55 | 1.00 | .48 | .36 |
| Community Size | | | | | | |
| Less than 5,000 | .54 | .50 | .58 | 1.00 | .73 | .50 |
| 5,000 to 99,999 | .37 | .47 | .53 | 1.00 | .53 | .47 |
| 100,000 or larger | .47 | .40 | .57 | 1.00 | .53 | .47 |
| Average Constraint Value | .40 | .39 | .42 | 1.00 | .56 | .41 |

TABLE III-2

DISTRIBUTION OF CONSTRAINT VALUES ASSOCIATED WITH THE REASONS
PARTICIPANTS GIVE FOR PARTICIPATING AT LESS THAN DESIRED LEVELS IN PAST ACTIVITIES

| | No Opportunity | Costs Too Much | Poor Facilities | Work/School Responsibilities | Home Responsibilities | Other Reasons |
|--|-------------------|-------------------|--------------------|---------------------------------|--------------------------|------------------|
| Age | | | | | | |
| 12 to 19 years | 1.00 | .70 | .61 | .78 | .30 | .96 |
| 20 to 49 years | .59 | .56 | .37 | 1.00 | .81 | .74 |
| 50 and older | .37 | .26 | .35 | .63 | .43 | 1.00 |
| Sex | | | | | | |
| Male | .47 | .43 | .40 | 1.00 | .43 | .63 |
| Female | 1.00 | .70 | .45 | .80 | .95 | 1.00 |
| Household Income | | | | | | |
| Less than \$10,000 | .73 | .82 | .41 | .86 | .68 | 1.00 |
| \$10,000 to \$14,999 | .46 | .46 | .35 | 1.00 | .73 | .81 |
| \$15,000 or more | .69 | .38 | .42 | 1.00 | .54 | .81 |
| Education of Head of Household | | | | | | |
| Less than grade 9 | .67 | .71 | .38 | .92 | .54 | 1.00 |
| Grade 9 to 13 | .78 | .57 | .39 | 1.00 | .70 | .91 |
| Grade 12 plus post-secondary | .58 | .50 | .38 | 1.00 | .65 | .73 |
| Occupational Class | | | | | | |
| Managerial, Administrative and Related | .24 | .17 | .19 | 1.00 | .45 | .33 |
| Technological, Cultural and Social | .55 | .38 | .48 | 1.00 | .55 | .48 |
| Clerical, Sales and Service | .54 | .36 | .36 | 1.00 | .54 | .71 |
| Farming and other Primary | .05 | .50 | - | 1.00 | .89 | .21 |
| Processing, Machinery, Fabricating and Construction | .33 | .47 | .40 | 1.00 | .30 | .80 |
| Community Size | | | | | | |
| Less than 5,000 | .78 | .61 | .48 | 1.00 | .65 | .87 |
| 5,000 to 99,999 | .50 | .58 | .29 | 1.00 | .75 | 1.00 |
| 100,000 or larger | .83 | .56 | .43 | 1.00 | .70 | .83 |
| Average Constraint Value | .59 | .51 | .38 | .95 | .61 | .78 |

- Less than 1 per cent

TABLE III-3

DISTRIBUTION OF CONSTRAINT VALUES ASSOCIATED WITH THE REASONS POTENTIAL PARTICIPANTS
GIVE FOR PARTICIPATING AT LESS THAN DESIRED LEVELS IN NEW ACTIVITIES

| | No Opportunity | Costs Too Much | Poor Facilities | Work/School Responsibilities | Home Responsibilities | Other Reasons | Lack the Skill |
|--|-------------------|-------------------|--------------------|---------------------------------|--------------------------|------------------|-------------------|
| Age | | | | | | | |
| 12 to 19 years | 1.00 | .57 | .50 | .32 | .11 | .36 | .82 |
| 20 to 49 years | .58 | .50 | .31 | .65 | .50 | .35 | 1.00 |
| 50 and older | .66 | .19 | .28 | .19 | .22 | 1.00 | .66 |
| Sex | | | | | | | |
| Male | .90 | .75 | .56 | 1.00 | .25 | .44 | .90 |
| Female | .74 | .44 | .26 | .37 | .44 | .44 | 1.00 |
| Household Income | | | | | | | |
| Less than \$10,000 | .76 | .66 | .21 | .28 | .31 | .34 | 1.00 |
| \$10,000 to \$14,999 | 1.00 | .50 | .25 | .63 | .42 | .54 | .96 |
| \$15,000 or more | .77 | .55 | .55 | .77 | .50 | .41 | 1.00 |
| Education of Head of Household | | | | | | | |
| Less than grade 9 | .79 | .54 | .29 | .36 | .36 | .29 | 1.00 |
| Grade 9 to 13 | .87 | .48 | .43 | .57 | .48 | .57 | 1.00 |
| Grade 12 plus post- secondary | .80 | .48 | .32 | .68 | .36 | .48 | 1.00 |
| Occupational Class | | | | | | | |
| Managerial, Administrative and Related | - | - | - | - | - | - | - |
| Technological, Cultural and Social | .39 | .54 | .39 | .82 | .18 | .46 | 1.00 |
| Clerical, Sales and Service | .73 | .41 | .41 | .77 | .68 | .68 | 1.00 |
| Farming and other Primary Processing, Machinery, Fabricating and Construction | .75 | 1.00 | .60 | .85 | .45 | .40 | 1.00 |
| Community Size | | | | | | | |
| Less than 5,000 | .91 | .50 | .59 | .50 | .64 | .55 | 1.00 |
| 5,000 to 99,999 | .63 | .43 | .33 | .43 | .27 | .30 | 1.00 |
| 100,000 or larger | .79 | .54 | .38 | .63 | .42 | .54 | 1.00 |
| Average Constraint Value | .77 | .53 | .39 | .58 | .39 | .51 | .93 |

TABLE III-4

DISTRIBUTION OF REASONS¹ PRESENT PARTICIPANTS GIVE FOR PARTICIPATING LESS THAN THEY DESIRE IN FISHING

| | No Opportunity | Costs Too Much | Poor Facilities | Work/School Responsibilities | Home Responsibilities | Other Reasons |
|--|-------------------|-------------------|--------------------|---------------------------------|--------------------------|------------------|
| Age | | | | | | |
| 12 to 19 years | 24 | 8 | 20 | 32 | 7 | 8 |
| 20 to 49 years | 12 | 7 | 15 | 36 | 22 | 7 |
| 50 and older | 14 | 8 | 12 | 28 | 18 | 19 |
| Sex | | | | | | |
| Male | 14 | 7 | 16 | 35 | 18 | 9 |
| Female | 14 | 6 | 12 | 28 | 23 | 16 |
| Household Income | | | | | | |
| Less than \$10,000 | 14 | 11 | 13 | 31 | 20 | 11 |
| \$10,000 to \$14,000 | 14 | 6 | 16 | 34 | 20 | 10 |
| \$15,000 or more | 13 | 4 | 17 | 37 | 21 | 9 |
| Education of Head of Household | | | | | | |
| Less than grade 9 | 10 | 10 | 13 | 39 | 18 | 10 |
| Grade 9 to 13 | 14 | 8 | 16 | 31 | 19 | 10 |
| Grade 12 plus post-secondary | 17 | 4 | 17 | 33 | 19 | 10 |
| Occupational Class | | | | | | |
| Managerial, Administrative and Related | 20 | 7 | 18 | 34 | 12 | 9 |
| Technological, Cultural and Social | 8 | 5 | 12 | 42 | 20 | 13 |
| Clerical, Sales and Service | 17 | 6 | 19 | 30 | 21 | 6 |
| Farming and other Primary | 8 | 6 | 11 | 35 | 30 | 10 |
| Processing, Machinery, Fabricating and Construction | 11 | 8 | 13 | 35 | 19 | 13 |
| Community Size | | | | | | |
| Less than 5,000 | 9 | 9 | 10 | 37 | 25 | 10 |
| 5,000 to 99,999 | 11 | 6 | 17 | 37 | 17 | 12 |
| 100,000 or larger | 20 | 7 | 18 | 30 | 17 | 9 |

¹ Each row adds to 100 per cent

TABLE III-5

DISTRIBUTION OF REASONS¹ PRESENT. PARTICIPANTS GIVE FOR PARTICIPATING LESS THAN THEY DESIRE IN RECREATIONAL BICYCLING

| | No Opportunity | Costs Too Much | Poor Facilities | Work/School Responsibilities | Home Responsibilities | Other Reasons |
|--|-------------------|-------------------|--------------------|---------------------------------|--------------------------|------------------|
| Age | | | | | | |
| 12 to 19 years | 5 | 17 | 14 | 33 | 9 | 21 |
| 20 to 49 years | 7 | 10 | 11 | 30 | 22 | 11 |
| 50 and older* | 9* | 5* | 26* | 39* | 6* | 15* |
| Sex | | | | | | |
| Male | 11 | 10 | 17 | 31 | 10 | 21 |
| Female | 4 | 13 | 11 | 32 | 21 | 19 |
| Household Income | | | | | | |
| Less than \$10,000 | 5 | 17 | 11 | 31 | 12 | 23 |
| \$10,000 to \$14,999 | 9 | 11 | 13 | 31 | 18 | 18 |
| \$15,000 or more | 5 | 3 | 15 | 34 | 21 | 21 |
| Education of Head of Household | | | | | | |
| Less than grade 9 | 6 | 19 | 9 | 26 | 15 | 25 |
| Grade 9 to 13 | 2 | 14 | 14 | 33 | 21 | 16 |
| Grade 12 plus post-secondary | 11 | 6 | 15 | 32 | 14 | 22 |
| Occupational Class | | | | | | |
| Managerial, Administrative and Related | 11* | -* | 24* | 42* | 4* | 19* |
| Technological, Cultural and Social | 6 | 6 | 22 | 36 | 7 | 24 |
| Clerical, Sales and Service | 6 | 13 | 8 | 38 | 13 | 23 |
| Farming and other Primary | ** | ** | ** | ** | ** | ** |
| Processing, Machinery, Fabricating and Construction | 7* | 10* | 15* | 27* | 25* | 15* |
| Community Size | | | | | | |
| Less than 5,000 | 3 | 13 | 13 | 26 | 21 | 24 |
| 5,000 to 99,999 | 5 | 14 | 14 | 32 | 20 | 15 |
| 100,000 or larger | 9 | 10 | 13 | 34 | 13 | 21 |

¹ Each row adds to 100 per cent

* Potentially unreliable -- less than 30,000 weighted sample (about 50 cases) in category defining column

** Insufficient sample to show distribution in column -- less than 5,000 weighted sample (less than ten cases) in category defining column

- Less than 1 per cent

TABLE III-6
DISTRIBUTION OF REASONS¹ PRESENT PARTICIPANTS GIVE FOR PARTICIPATING LESS THAN THEY DESIRE IN CAMPING

| | No Opportunity | Costs Too Much | Poor Facilities | Work/School Responsibilities | Home Responsibilities | Other Reasons |
|--|-------------------|-------------------|--------------------|---------------------------------|--------------------------|------------------|
| Age | | | | | | |
| 12 to 19 years | 15 | 13 | 11 | 30 | 19 | 13 |
| 20 to 49 years | 4 | 12 | 15 | 38 | 23 | 9 |
| 50 and older | 5* | 9* | 12* | 35* | 23* | 16* |
| Sex | | | | | | |
| Male | 7 | 12 | 13 | 40 | 20 | 9 |
| Female | 6 | 12 | 15 | 32 | 24 | 11 |
| Household Income | | | | | | |
| Less than \$10,000 | 10 | 17 | 11 | 31 | 22 | 9 |
| \$10,000 to \$14,999 | 6 | 10 | 14 | 38 | 20 | 12 |
| \$15,000 or more | 3 | 10 | 16 | 37 | 26 | 9 |
| Education of Head of Household | | | | | | |
| Less than grade 9 | 9 | 11 | 10 | 37 | 18 | 14 |
| Grade 9 to 13 | 6 | 14 | 12 | 34 | 25 | 10 |
| Grade 12 plus post-secondary | 5 | 10 | 19 | 39 | 20 | 7 |
| Occupational Class | | | | | | |
| Managerial, Administrative and Related | 13* | 3 | 12* | 39* | 26* | 6* |
| Technological, Cultural and Social | 4 | 6 | 16 | 40 | 24 | 9 |
| Clerical, Sales and Service | 6 | 15 | 19 | 38 | 16 | 6 |
| Farming and other Primary | 2* | 13* | 2* | 40* | 33* | 11* |
| Processing, Machinery, Fabricating and Construction | 4 | 12 | 13 | 42 | 18 | 12 |
| Community Size | | | | | | |
| Less than 5,000 | 5 | 13 | 10 | 32 | 27 | 13 |
| 5,000 to 99,999 | 5 | 16 | 10 | 39 | 20 | 10 |
| 100,000 or larger | 8 | 8 | 19 | 36 | 20 | 8 |

¹ Each row adds to 100 per cent
* Potentially unreliable -- less than 30,000 weighted sample (about 50 cases) in category defining column

TABLE III-7
DISTRIBUTION OF REASONS¹ PRESENT PARTICIPANTS GIVE FOR PARTICIPATING LESS THAN THEY DESIRE IN TENNIS

| Age | No Opportunity | Costs | | Poor Facilities | Work/School Responsibilities | | Home Responsibilities | Other Reasons | |
|--|-------------------|----------|--|--------------------|---------------------------------|--|--------------------------|------------------|--|
| | | Too Much | | | | | | | |
| 12 to 19 years | 18 | 8 | | 33 | 21 | | 8 | 13 | |
| 20 to 49 years | 12 | 7 | | 32 | 24 | | 14 | 11 | |
| 50 and older | 29* | -* | | 28* | 33* | | 6* | 4* | |
| Sex | | | | | | | | | |
| Male | 11 | 7 | | 33 | 28 | | 8 | 12 | |
| Female | 18 | 7 | | 31 | 18 | | 17 | 9 | |
| Household Income | | | | | | | | | |
| Less than \$10,000 | 17 | 9 | | 29 | 30 | | 8 | 7 | |
| \$10,000 to \$14,999 | 12 | 8 | | 36 | 23 | | 10 | 10 | |
| \$15,000 or more | 13 | 5 | | 35 | 21 | | 14 | 11 | |
| Education of Head of Household | | | | | | | | | |
| Less than grade 9 | 14 | 11 | | 21 | 27 | | 14 | 14 | |
| Grade 9 to 13 | 22 | 3 | | 35 | 22 | | 6 | 13 | |
| Grade 12 plus post-secondary | 11 | 8 | | 34 | 23 | | 14 | 10 | |
| Occupational Class | | | | | | | | | |
| Managerial, Administrative and related | 6* | -* | | 41* | 35* | | 9* | 9* | |
| Technological, Cultural and Social | 16 | 10 | | 26 | 26 | | 9 | 14 | |
| Clerical, Sales and Service | 14 | 5 | | 37 | 23 | | 10 | 11 | |
| Farming and other Primary | ** | ** | | ** | ** | | ** | ** | |
| Processing, Machinery, Fabricating and Construction | 7* | -* | | 44* | 39* | | 9* | 2* | |
| Community Size | | | | | | | | | |
| Less than 5,000 | 19 | 3 | | 35 | 21 | | 12 | 11 | |
| 5,000 to 99,999 | 15 | 6 | | 32 | 28 | | 10 | 9 | |
| 100,000 and larger | 14 | 8 | | 32 | 23 | | 13 | 12 | |

¹ Each row adds to 100 per cent
* Potentially unreliable -- less than 30,000 weighted sample (about 50 cases) in category defining column
** Insufficient sample to show distribution in column -- less than 5,000 weighted sample (less than ten cases) in category defining column
- Less than 1 per cent

TABLE III-8
DISTRIBUTION OF REASONS¹ PRESENT PARTICIPANTS GIVE FOR PARTICIPATING LESS THAN THEY DESIRE IN HORSEPACK RIDING

| | No Opportunity | Costs Too Much | Poor Facilities | Work/School Responsibilities | Home Responsibilities | Other Reasons |
|--|-------------------|-------------------|--------------------|---------------------------------|--------------------------|------------------|
| Age | | | | | | |
| 12 to 19 years | 39 | 29 | 10 | 16 | 3 | 12 |
| 20 to 49 years | 22 | 19 | 9 | 26 | 15 | 10 |
| 50 and older | -* | -* | -* | 54* | 37* | 10* |
| Sex | | | | | | |
| Male | 27 | 23 | 7 | 24 | 8 | 11 |
| Female | 26 | 26 | 11 | 18 | 8 | 12 |
| Household Income | | | | | | |
| Less than \$10,000 | 19 | 28 | 7 | 18 | 7 | 21 |
| \$10,000 to \$14,999 | 25 | 26 | 11 | 23 | 6 | 9 |
| \$15,000 or more | 19 | 31 | 12 | 19 | 11 | 8 |
| Education of Head of Household | | | | | | |
| Less than grade 9 | 29 | 23 | 5 | 18 | 5 | 21 |
| Grade 9 to 13 | 25 | 26 | 11 | 23 | 6 | 9 |
| Grade 12 plus post-secondary | 27 | 25 | 12 | 17 | 12 | 7 |
| Occupational Class | | | | | | |
| Managerial, Administrative and Related | ** | ** | ** | ** | ** | ** |
| Technological, Cultural and Social | 13* | 17* | 10* | 28* | 23* | 10* |
| Clerical, Sales and Service | 20 | 17 | 9 | 31 | 14 | 9 |
| Farming and other Primary | ** | ** | ** | ** | ** | ** |
| Processing, Machinery, Fabricating and Construction | 21* | 18* | 5 | 24* | 5* | 8* |
| Community Size | | | | | | |
| Less and 5,000 | 32 | 18 | 12 | 17 | 11 | 10 |
| 5,000 to 99,999 | 24 | 30 | 10 | 16 | 6 | 13 |
| 100,000 or larger | 26 | 25 | 8 | 23 | 7 | 11 |

¹ Each row adds to 100 per cent
 * Potentially unreliable -- less than 30,000 weighted sample (about 50 cases) in category defining column
 ** Insufficient sample to show distribution in column -- less than 5,000 weighted sample (less than ten cases) in category defining column
 - Less than 1 per cent

TABLE III-9
DISTRIBUTION OF REASONS¹ PRESENT PARTICIPANTS GIVE FOR PARTICIPATING LESS THAN THEY DESIRE IN ALLEY BOWLING

| | No Opportunity | Costs Too Much | Poor Facilities | Work/School Responsibilities | Home Responsibilities | Other Reasons |
|--|-------------------|-------------------|--------------------|---------------------------------|--------------------------|------------------|
| Age | | | | | | |
| 12 to 19 years | 11 | 33 | 24 | 22 | 9 | - |
| 20 to 49 years | 11 | 11 | 10 | 30 | 26 | 12 |
| 50 and older | 5 | 7 | 12 | 26 | 17 | 33 |
| Sex | | | | | | |
| Male | 13 | 16 | 11 | 35 | 13 | 14 |
| Female | 9 | 13 | 13 | 24 | 27 | 14 |
| Household Income | | | | | | |
| Less than \$10,000 | 14 | 17 | 6 | 22 | 23 | 18 |
| \$10,000 to \$14,999 | 12 | 12 | 16 | 24 | 23 | 14 |
| \$15,000 or more | 6 | 6 | 16 | 39 | 20 | 12 |
| Education of Head of Household | | | | | | |
| Less than grade 9 | 8 | 14 | 17 | 28 | 19 | 14 |
| Grade 9 to 13 | 11 | 13 | 8 | 29 | 26 | 11 |
| Grade 12 plus post-secondary | 11 | 15 | 15 | 25 | 20 | 15 |
| Occupational Class | | | | | | |
| Managerial, Administrative and Related | -* | 14* | -* | 86* | -* | -* |
| Technological, Cultural and Social | -* | 7* | 7* | 36* | 50* | -* |
| Clerical, Sales and Service | 11 | 11 | 10 | 35 | 20 | 13 |
| Farming and other Primary | ** | ** | ** | ** | ** | ** |
| Processing, Machinery, Fabricating and Construction | 9 | 6 | 17 | 31 | 17 | 20 |
| Community Size | | | | | | |
| Less than 5,000 | 17 | 20 | 12 | 20 | 20 | 12 |
| 5,000 to 99,999 | 5 | 9 | 11 | 28 | 24 | 22 |
| 100,000 or larger | 9 | 14 | 13 | 31 | 22 | 11 |

¹ Each row adds to 100 per cent

* Potentially unreliable -- less than 30,000 weighted sample (about 50 cases) in category defining column

** Insufficient sample to show distribution in column -- less than 5,000 weighted sample (less than ten cases) in category defining column

- Less than 1 per cent

TABLE III-10

DISTRIBUTION OF REASONS¹ PAST PARTICIPANTS GIVE FOR BEING UNABLE TO PARTICIPATE AGAIN IN FISHING

| | No Opportunity | Costs Too Much | Poor Facilities | Work/School Responsibilities | Home Responsibilities | Other Reasons |
|--|-------------------|-------------------|--------------------|---------------------------------|--------------------------|------------------|
| Age | | | | | | |
| 12 to 19 years | 25 | 6 | 15 | 27 | 5 | 23 |
| 20 to 49 years | 11 | 11 | 7 | 35 | 23 | 13 |
| 50 and older | 16 | 6 | 3 | 21 | 15 | 39 |
| Sex | | | | | | |
| Male | 9 | 9 | 8 | 36 | 16 | 22 |
| Female | 26 | 8 | 7 | 18 | 21 | 20 |
| Household Income | | | | | | |
| Less than \$10,000 | 12 | 10 | 8 | 23 | 18 | 25 |
| \$10,000 to \$14,999 | 11 | 2 | 11 | 42 | 19 | 16 |
| \$15,000 or more | 18 | 10 | 7 | 34 | 12 | 19 |
| Education of Head of Household | | | | | | |
| Less than Grade 9 | 13 | 6 | 5 | 30 | 18 | 27 |
| Grade 9 to 13 | 17 | 12 | 8 | 29 | 16 | 18 |
| Grade 12 plus post-secondary | 13 | 8 | 9 | 34 | 20 | 16 |
| Occupational Class | | | | | | |
| Managerial, Administrative and Related | 6* | -* | -* | 37* | 29* | 27* |
| Technological, Cultural and Social | 12* | 6* | 18* | 26* | 18* | 20* |
| Clerical, Sales and Service | 10 | 12 | 3 | 37 | 8 | 30 |
| Farming and other Primary | 3* | 11* | -* | 35* | 36* | 16* |
| Processing, Machinery, Fabricating and Construction | 12 | 10 | 7 | 42 | 16 | 14 |
| Community Size | | | | | | |
| Less than 5,000 | 7 | 11 | 4 | 28 | 23 | 27 |
| 5,000 to 99,999 | 9 | 7 | 6 | 31 | 17 | 29 |
| 100,000 or larger | 23 | 9 | 10 | 31 | 14 | 13 |

¹ Each row adds to 100 per cent

* Potentially unreliable -- less than 30,000 weighted sample (about 50 cases) in category defining column

- Less than 1 per cent

TABLE III-11

DISTRIBUTION OF REASONS¹ PAST PARTICIPANTS GIVE FOR BEING UNABLE TO PARTICIPATE AGAIN IN CAMPING

| | No Opportunity | Costs Too Much | Poor Facilities | Work/School Responsibilities | Home Responsibilities | Other Reasons |
|--|-------------------|-------------------|--------------------|---------------------------------|--------------------------|------------------|
| Age | | | | | | |
| 12 to 19 years | 15 | 18 | 15 | 26 | 16 | 11 |
| 20 to 49 years | 6 | 21 | 8 | 34 | 17 | 13 |
| 50 and older | 4* | 5* | 8* | 40* | 28* | 14* |
| Sex | | | | | | |
| Male | 5 | 10 | 10 | 45 | 12 | 11 |
| Female | 12 | 18 | 9 | 19 | 27 | 15 |
| Household Income | | | | | | |
| Less than \$10,000 | 6 | 24 | 5 | 34 | 22 | 10 |
| \$10,000 to \$14,999 | 5 | 26 | 5 | 31 | 17 | 16 |
| \$15,000 or more | 7 | 4 | 20 | 40 | 18 | 11 |
| Education of Head of Household | | | | | | |
| Less than grade 9 | 7 | 2* | 6 | 34 | 16 | 13 |
| Grade 9 to 13 | 9 | 17 | 8 | 29 | 20 | 16 |
| Grade 12 plus post-secondary | 7 | 17 | 12 | 37 | 19 | 8 |
| Occupational Class | | | | | | |
| Managerial, Administrative and Related | 5* | 13* | - | 61* | 4* | 17* |
| Technological, Cultural and Social | 7* | 21* | 24* | 36* | 9* | 3* |
| Clerical, Sales and Service | 7 | 12 | 13 | 32 | 25 | 12 |
| Farming and Other Primary | * | 26* | -* | 40* | 32* | -* |
| Processing, Machinery, Fabricating and Construction | 5 | 22 | 9 | 49 | 8 | 8 |
| Community Size | | | | | | |
| Less than 5,000 | 9 | 20 | 7 | 35 | 20 | 9 |
| 5,000 to 99,999 | - | 19 | 5 | 37 | 21 | 18 |
| 100,000 and larger | 12 | 17 | 14 | 30 | 16 | 12 |

¹ Each row adds to 100 per cent

* Potentially unreliable -- less than 30,000 weighted sample (about 50 cases) in category defining column

- Less than 1 per cent

TABLE III-12

DISTRIBUTION OF REASONS¹ PAST PARTICIPANTS GIVE FOR BEING UNABLE TO PARTICIPATE AGAIN IN TENNIS

| | No Opportunity | Costs Too Much | Poor Facilities | Work/School Responsibilities | Home Responsibilities | Other Reasons |
|--|-------------------|-------------------|--------------------|---------------------------------|--------------------------|------------------|
| Age | | | | | | |
| 12 to 19 years | 26 | 13 | 25 | 12 | 1 | 24 |
| 20 to 49 years | 22 | 10 | 15 | 21 | 14 | 17 |
| 50 and older | 17* | 6* | -* | 19 | 15* | 43* |
| Sex | | | | | | |
| Male | 24 | 9 | 19 | 26 | 9 | 14 |
| Female | 21 | 12 | 15 | 15 | 13 | 24 |
| Household Income | | | | | | |
| Less than \$10,000 | 24 | 11 | 14 | 13 | 6 | 32 |
| \$10,000 to \$14,999 | 19 | 7 | 19 | 16 | 17 | 21 |
| \$15,000 or more | 25 | 10 | 15 | 24 | 12 | 13 |
| Education of Head of Household | | | | | | |
| Less than grade 9 | 25* | 16* | 17* | 16* | -* | 27* |
| Grade 9 to 13 | 24 | 8 | 11 | 25 | 10 | 22 |
| Grade 12 plus post-secondary | 21 | 10 | 20 | 17 | 15 | 16 |
| Occupational Class | | | | | | |
| Managerial, Administrative and Related | 31* | 4* | 20* | 33* | 7* | 6* |
| Technological, Cultural and Social | 28 | 10 | 15 | 28 | 12 | 8 |
| Clerical, Sales and Service | 21 | 8 | 10 | 26 | 14 | 21 |
| Farming and other Primary | ** | ** | ** | ** | ** | ** |
| Processing, Machinery, Fabricating and Construction | 18* | 12* | 17* | 19* | 4* | 30* |
| Community Size | | | | | | |
| Less than 5,000 | 27 | 7 | 18 | 20 | 13 | 15 |
| 5,000 to 99,999 | 20 | 14 | 11 | 15 | 14 | 26 |
| 100,000 and larger | 22 | 10 | 18 | 21 | 10 | 20 |

¹ Each row adds to 100 per cent

* Potentially unreliable -- less than 30,000 weighted sample (about 50 cases) in category defining column

** Insufficient sample to show distribution in column -- less than 5,000 weighted sample (less than ten cases) in category defining column

- Less than 1 per cent

TABLE III-13

DISTRIBUTION OF REASONS¹ PAST PARTICIPANTS GIVE FOR BEING UNABLE TO PARTICIPATE AGAIN IN HORSEBACK RIDING

| Age | No Opportunity | Costs Too Much | Poor Facilities | Work/School | | Home Responsibilities | Other Reasons |
|---|----------------|----------------|-----------------|------------------|------------------|-----------------------|---------------|
| | | | | Responsibilities | Responsibilities | | |
| 12 to 19 years | 27 | 24 | 4 | 14 | 6 | 26 | |
| 20 to 49 years | 22 | 21 | 14 | 14 | 13 | 16 | |
| 50 and older | 15* | 22* | 20* | 19* | -* | 24* | |
| Sex | | | | | | | |
| Male | 20 | 21 | 15 | 18 | 11 | 16 | |
| Female | 25 | 22 | 8 | 13 | 9 | 12 | |
| Household Income | | | | | | | |
| Less than \$10,000 | 25 | 25 | 12 | 12 | 10 | 16 | |
| \$10,000 to \$14,999 | 16 | 20 | 7 | 21 | 11 | 25 | |
| \$15,000 or more | 25 | 19 | 13 | 12 | 8 | 22 | |
| Education of Head of Household | | | | | | | |
| Less than grade 9 | 23 | 18 | 8 | 18 | 5 | 29 | |
| Grade 9 to 13 | 22 | 22 | 15 | 11 | 13 | 17 | |
| Grade 12 plus post secondary | 25 | 24 | 7 | 17 | 8 | 18 | |
| Occupational Class | | | | | | | |
| Managerial, Administrative and Related | 7* | 17* | 8* | 43* | 17* | 8* | |
| Technological, Cultural and Social | 21* | 18* | 13* | 9* | 15* | 24* | |
| Clerical, Sales and Service | 23 | 10 | 17 | 17 | 8 | 15 | |
| Farming and other Primary | ** | ** | ** | ** | ** | ** | |
| Processing, Machinery, Fabricating and Construction | 10* | 22* | 17* | 18* | 5* | 18* | |
| Community Size | | | | | | | |
| Less than 5,000 | 22 | 19 | 14 | 16 | 8 | 20 | |
| 5,000 to 99,999 | 29 | 19 | 3 | 17 | 14 | 17 | |
| 100,000 or larger | 22 | 24 | 12 | 13 | 8 | 21 | |

¹ Each row adds to 100 per cent

* Potentially unreliable -- less than 30,000 weighted sample (about 50 cases) in category defining column

** Insufficient sample to show distribution in column -- less than 5,000 weighted sample (less than ten cases) in category defining column

- Less than 1 per cent

TABLE III-14
DISTRIBUTION OF REASONS¹ PAST PARTICIPANTS GIVE FOR BEING UNABLE TO PARTICIPATE AGAIN IN ALLEY BOWLING

| | No Opportunity | Costs Too Much | Poor Facilities | Work/School Responsibilities | Home Responsibilities | Other Reasons |
|--|-------------------|-------------------|--------------------|---------------------------------|--------------------------|------------------|
| Age | | | | | | |
| 12 to 19 years | 24 | 20 | 12 | 12 | 8 | 24 |
| 20 to 49 years | 17 | 14 | 4 | 33 | 41 | 28 |
| 50 and older | 12 | 5 | 8 | 13 | 15 | 53 |
| Sex | | | | | | |
| Male | 11 | 7 | 7 | 26 | 16 | 34 |
| Female | 14 | 10 | 4 | 17 | 26 | 28 |
| Household Income | | | | | | |
| Less than \$10,000 | 15 | 19 | 5 | 15 | 18 | 29 |
| \$10,000 to \$14,999 | 11 | 4 | 3 | 21 | 32 | 29 |
| \$15,000 or more | 13 | 5 | 2 | 21 | 21 | 38 |
| Education of Head of Household | | | | | | |
| Less than grade 9 | 11 | 18 | 8 | 14 | 24 | 25 |
| Grade 9 to 13 | 17 | 7 | 3 | 20 | 23 | 30 |
| Grade 12 plus post-secondary | 8 | 4 | 4 | 23 | 23 | 39 |
| Occupational Class | | | | | | |
| Managerial, Administrative and Related | -* | -* | 13* | 38* | 38* | 13* |
| Technological, Cultural and Social | 11* | -* | -* | 47* | 26* | 16* |
| Clerical, Sales and Service | 12 | 9 | 5 | 28 | 22 | 24 |
| Farming and other Primary | ** | ** | ** | ** | ** | ** |
| Processing, Machinery, Fabricating and Construction | 7 | 3 | 7 | 23 | 10 | 50 |
| Community Size | | | | | | |
| Less than 5,000 | 28 | 10 | 6 | 18 | 15 | 24 |
| 5,000 to 99,999 | 3 | 11 | 8 | 22 | 25 | 31 |
| 100,000 or larger | 10 | 9 | 3 | 19 | 28 | 32 |

¹ Each row adds to 100 per cent
* Potentially unreliable -- less than 30,000 weighted sample (about 50 cases) in category defining column
** Insufficient sample to show distribution in column -- less than 5,000 weighted sample (less than ten cases) in category defining column
- Less than 1 per cent

TABLE III-15

DISTRIBUTION OF REASONS¹ ONTARIO RESIDENTS GIVE FOR BEING UNABLE TO FULFILL DESIRED NEW PARTICIPATION IN TENNIS

| Age | No Opportunity | Costs Too Much | Poor Facilities | Work/School Responsibilities | Home Responsibilities | Lack the Skill | Other Reasons |
|---|----------------|----------------|-----------------|------------------------------|-----------------------|----------------|---------------|
| 12 to 19 years | 20 | 15 | 21 | 11 | 2 | 24 | 7 |
| 20 to 49 years | 13 | 6 | 11 | 18 | 16 | 27 | 8 |
| 50 or older | 11* | 7* | 12* | 4* | 10* | 29* | 28* |
| Sex | | | | | | | |
| Male | 14 | 13 | 18 | 20 | 7 | 13 | 13 |
| Female | 15 | 6 | 11 | 13 | 14 | 32 | 8 |
| Household Income | | | | | | | |
| Less than \$10,000 | 16 | 13 | 7 | 6 | 13 | 34 | 10 |
| \$10,000 to \$14,999 | 18 | 8 | 9 | 16 | 15 | 23 | 12 |
| \$15,000 or more | 13 | 5 | 18 | 23 | 11 | 22 | 8 |
| Education of Head of Household | | | | | | | |
| Less than grade 9 | 19 | 13 | 13 | 11 | 14 | 22 | 8 |
| Grade 9 to 13 | 16 | 8 | 13 | 13 | 13 | 28 | 9 |
| Grade 12 plus post-secondary | 11 | 6 | 13 | 23 | 10 | 25 | 13 |
| Occupational Class | | | | | | | |
| Managerial, Administrative and Related | 9* | 4* | 26* | 45* | - | 6* | 10* |
| Technological, Cultural and Social | 8 | 4 | 13 | 26 | 2 | 23 | 13 |
| Clerical, Sales and Service | 8 | 8 | 12 | 17 | 19 | 22 | 14 |
| Farming and other Primary | ** | ** | ** | ** | ** | ** | ** |
| Processing, Machinery, Fabricating and Construction | 23* | 7* | 11* | 19* | 11* | 17* | 11* |
| Community Size | | | | | | | |
| Less than 5,000 | 21 | 6 | 16 | 12 | 13 | 22 | 10 |
| 5,000 to 99,999 | 15 | 9 | 10 | 14 | 11 | 33 | 8 |
| 100,000 or larger | 12 | 9 | 14 | 17 | 12 | 26 | 10 |

1 Each row adds up to 100 per cent

* Potentially unreliable -- less than 30,000 weighted sample (about 50 cases) in category defining column

** Insufficient sample to show distribution in column -- less than 5,000 weighted sample (less than ten cases) in category defining column

- Less than 1 per cent

TABLE III-16

DISTRIBUTION OF REASONS¹ ONTARIO RESIDENTS GIVE FOR BEING
UNABLE TO FULFILL DESIRED NEW PARTICIPATION IN HORSEBACK RIDING

| | No Opportunity | Costs Too Much | Poor Facilities | Work/School Responsibilities | Home Responsibilities | Lack the Skill | Other Reasons |
|--|-------------------|-------------------|--------------------|---------------------------------|--------------------------|-------------------|------------------|
| Age | | | | | | | |
| 12 to 19 years | 35 | 16 | 6 | 6 | 3 | 21 | 13 |
| 20 to 49 years | 17 | 19 | 5 | 15 | 10 | 24 | 10 |
| 50 and older | 30* | 4* | 6* | 8* | 3* | 13* | 36* |
| Sex | | | | | | | |
| Male | 21 | 16 | 10 | 20 | 3 | 23 | 8 |
| Female | 25 | 17 | 3 | 7 | 9 | 22 | 16 |
| Household Income | | | | | | | |
| Less than \$10,000 | 27 | 24 | 4 | 10 | 4 | 23 | 9 |
| \$10,000 to \$14,999 | 29 | 15 | 3 | 13 | 5 | 22 | 13 |
| \$15,000 or more | 21 | 19 | 6 | 11 | 11 | 22 | 9 |
| Education of Head of Household | | | | | | | |
| Less than grade 9 | 25 | 17 | 3 | 9 | 5 | 33 | 8 |
| Grade 9 to 13 | 23 | 14 | 7 | 13 | 9 | 17 | 16 |
| Grade 12 plus post-secondary | 28 | 17 | 2 | 11 | 7 | 24 | 11 |
| Occupational Class | | | | | | | |
| Managerial, Administrative and Related | ** | ** | ** | ** | ** | ** | ** |
| Technological, Cultural and Social | 13* | 25* | 9* | 20* | 8* | 12* | 12* |
| Clerical, Sales and Service | 23 | 10 | 5 | 16 | 10 | 21 | 15 |
| Farming and other Primary | ** | ** | ** | ** | ** | ** | ** |
| Processing, Machinery, Fabricating and Construction | 6* | 32* | 13* | 15* | 7* | 23* | 4* |
| Community Size | | | | | | | |
| Less than 5,000 | 18* | 15* | 9* | 10* | 14* | 22* | 12* |
| 5,000 to 99,999 | 23 | 16 | 9 | 12 | 5 | 26 | 9 |
| 100,000 or larger | 26 | 17 | 3 | 12 | 7 | 21 | 15 |

¹ Each row adds to 100 per cent

* Potentially unreliable -- less than 30,000 weighted sample (about 50 cases) in category defining column

** Insufficient sample to show distribution in column -- less than 5,000 weighted sample (less than ten cases) in category defining column

TABLE III-17
AVERAGE NUMBER OF ADDITIONAL DAYS OF PARTICIPATION PER YEAR DESIRED IN
FREE TIME ACTIVITIES BY ONTARIO RESIDENTS DESIRING (MORE) PARTICIPATION

| | <u>PRESENT PARTICIPANTS</u> | <u>PAST PARTICIPANTS</u> | <u>AVERAGE DAYS PREFERRED</u> |
|--|-----------------------------|--------------------------|-------------------------------|
| Recreational Walking | 62.8 | - | 60.9 |
| Recreational Bicycling | 50.9 | - | 53.3 |
| Swimming | 47.6 | 42.0 | 46.9 |
| Tennis | 46.1 | - | 42.1 |
| Recreational Driving | 39.9 | - | 40.5 |
| Ice Hockey | 42.9 | - | 38.8 |
| Horseback Riding | 44.6 | 26.9 | 36.9 |
| Golfing | 37.6 | - | 35.3 |
| Recreational Snowmobiling | 35.1 | - | 33.4 |
| Motor Boating | 30.7 | - | 28.9 |
| Water-skiing | 28.8 | - | 27.1 |
| Fishing | 28.7 | 20.3 | 26.9 |
| Downhill Skiing | 30.3 | - | 26.6 |
| Canoeing | 28.3 | - | 26.5 |
| Touring | 25.9 | 24.9 | 25.6 |
| Camping | 24.6 | 16.8 | 22.3 |
| Attending a Live Theatre or Concert Performance | 18.9 | - | 18.3 |
| Picnicking | 17.2 | - | 16.7 |

- Less than 2 per cent of population desire (more) participation
Note: Values greater than 100 days have been taken as 99

CHAPTER IV

DESTINATIONS OF PREFERRED WEEKEND AND VACATION TRIPS

1. INTRODUCTION

The trip preference section of the Ontario Recreation Survey questionnaire was designed to provide data describing the weekend and vacation trips respondents would most like to take in the next five years. Fifteen destination areas were selected for each trip type to describe the trip preferences of Ontario residents. (See Appendix E for a description of the destinations.)

The popularity of the various destinations for each trip type has been determined by ranking the per cent of respondents in each of the demographic categories who specify a preferred destination for weekend and vacation trips. Tables B-1 to B-10 and C-1 to C-10 outline the respective percentages of respondents in each category of the demographic variables who prefer a particular weekend or vacation trip destination. The following destinations were selected for each trip type:

Weekend Destinations

Ottawa/St. Lawrence
Kingston-Peterborough/
East Lake Ontario
West Lake Ontario
Metro Toronto
Southwestern Ontario
Georgian Bay
Northeastern Ontario
Northwestern Ontario
Province of Quebec
Maritime Provinces
Manitoba, Sask., Alta.,
B.C., Yukon, N.W.T.,
Canada - Unspecified
New York State
Rest of U.S.A.
Rest of World

Vacation Destinations

British Columbia
Province of Quebec
Maritime Provinces
Manitoba, Sask., Alta.,
Yukon, N.W.T.
Ontario
California
Hawaii
Florida
Rest of U.S.A.
West Indies
Mexico
British Isles
Rest of Europe
Australia, New Zealand
Rest of World

2. PREFERRED DESTINATIONS OF WEEKEND TRIPS

The Georgian Bay area is listed by respondents as the top-ranked weekend trip destination for more than 85 per cent of the demographic categories. Only two other destinations are more highly preferred than the Georgian Bay area by those residents in the remaining demographic categories. For those residents living in an apartment or duplex, or for those having made two or more residential moves in the past five years, the Province of Quebec is the most highly preferred weekend trip destination. Similarly, members of households in which French or another (non-English) language is most frequently spoken, prefer Quebec above all other destinations. Residents whose household head is employed in farming or another primary occupation select Northeastern Ontario as their most preferred destination for a weekend trip (19%).

In 74 per cent of the demographic categories respondents mention the Province of Quebec as their most popular second choice as a destination for a preferred weekend trip, while the Western Lake Ontario area is the most frequently mentioned third choice, being named by respondents in 43 per cent of the demographic categories.

2.1 Above-average Preference Rates

A more revealing synopsis of weekend trip preference is possible by examining the distribution of preference for specific destinations across the categories of a demographic variable. Of special interest are those categories

in which respondents have preference rates beyond what would normally be expected of them, according to their share of the Ontario population. Above-average preference rates have been categorized into four levels of preference in the same manner as that which was described in Chapter I.

For preferred weekend trips differences of Level III occur in the following situations:

- . For respondents 20 to 49 years of age, those with an annual household income of \$15,000 or more and those residing in a community with a population of 100,000 and larger who prefer a destination other than Canada or the United States;
(Tables IV-1, IV-3, IV-5)
- . For residents of a community with a population of 100,000 and larger who prefer a trip to the Maritime Provinces; (Table IV-5)
- . For residents of a community with a population of less than 5,000 or those living in a single detached dwelling who prefer a trip to Northeastern Ontario.
(Tables IV-5, IV-6)

Tables IV-1 to IV-10 summarize the distribution of preference for each of the demographic variables and for the fifteen destination areas.

2.1.1 Age of Respondent

- . Although residents 12 to 19 years of age display above-average preference rates for weekend trips to 27 per cent of the destination areas, their preference rates never exceed Level I and are confined primarily to destinations within Southern Ontario.

Those respondents who are 20 to 49 years of age are above-average in preference for 47 per cent of the destinations; however they primarily exhibit above-average preferences for out-of-province destinations. The highest rates for this group occur for the Maritime Provinces (Level II) and "rest of world" destinations (Level III).

(Table IV-1)

2.1.2 Sex of Respondent

- . Females have the highest preference rates for Western Lake Ontario (Level II) and New York State (Level II) destinations.

It is interesting to note that although both sexes demonstrate greater than normal preference for one-third of the destinations, males have a tendency to prefer northern destinations in the Province while females tend to prefer the more southern portions of the Province.

(Table IV-2)

2.1.3 Annual Household Income

- . People having household incomes of less than \$10,000 have highest preferences for weekend trips to in-province destinations such as Southwestern Ontario, Western Lake Ontario and Northeastern Ontario (all at Level I).

Residents with household incomes of \$15,000 or more have their highest preference rate associated with a trip to destinations other than Canada or the United States (Level III). The Maritime Provinces is the second most popular destination for this group (Level II).

(Table IV-3)

2.1.4 Education of Respondent

- . Residents possessing a grade 12 plus post-secondary school education show an above-average interest in trips to four out of

15 destinations, and have the highest preference levels of any of the educational categories.

The most popular destinations for those in this category are Western Canada (Level II), the Province of Quebec (Level II) and "rest of world" destinations (Level II).

(Table IV-4)

2.1.5 Community Size

- . Residents of communities with populations of 100,000 and larger are above-average in preference for 40 per cent of the destinations, as compared with 13 per cent for residents of communities with less than 5,000 people.

The most preferred destinations for those in the former category include the "rest of world" (Level III), the Maritime Provinces (Level III) and New York State (Level II) while residents of smaller communities prefer Northwestern Ontario (Level III) and Northeastern Ontario (Level II). (Table IV-5)

2.1.6 Occupation of Head of Household

- . Preference rates for weekend trips to any of the 15 destination areas do not exceed Level II for any of the occupational categories.

Members of the managerial, administrative and related occupations category only have above-average preference for a trip to a destination outside Canada or the United States (Level II).

A trip in Canada to an unspecified destination is most highly preferred by those from households where the head is employed in either the technological, social and cultural occupation category (Level II) or the farming and other primary occupations category (Level II).

Those in the clerical, sales and service occupational category display above-average preference for a trip to the Maritime Provinces (Level II) or New York State (Level II).

(Table IV-9)

3. PREFERRED DESTINATIONS OF VACATION TRIPS

In 86 per cent of the demographic categories the "rest of Europe" (other than the British Isles) destination is the most preferred area for a vacation trip. (See Tables C-11 to C-20.)

British Columbia is the most popular second-ranked destination for 77 per cent of the demographic categories; however for those respondents who have previously listed British Columbia as their most preferred destination, the "rest of Europe" is invariably their second choice.

Florida is the most preferred third-ranked destination in 51 per cent of the demographic categories. In the remaining demographic categories the British Isles and British Columbia are the most frequently mentioned third-ranked destinations.

3.1 Above-average Preference Rates

The highest preference levels associated with a vacation destination occur at Level III for the following demographic categories:

- . Residents 20 to 49 years of age who prefer a trip to Mexico;
- . Those with a grade 12 plus post-secondary school education who prefer a destination in the "rest of world"; (Table IV-14)
- . Residents having two or more residential moves during the past years or those whose

household head is employed in technological, social, or cultural occupations who prefer a "rest of world" destination;

(Table IV-18)

- . Those residents from a household in which English is the only language spoken who prefer a trip to the British Isles;
(Table IV-20)

- . Those residents from a household in which English is the only language spoken who prefer a trip to the British Isles.
(Table IV-20)

Tables IV-11 to IV-20 outline the data upon which the following observations of above-average preference are based.

3.1.1 Age of Respondent

- . Although respondents 12 to 19 years of age and those 20 to 49 years of age display above-average preference rates for 27 per cent of the destinations there is a distinct difference in the destination preferences of each group.

The younger group has a Level I preference rate for vacation trips to Ontario, Quebec and California as well as a Level II rate for Florida; the older group only exhibits higher-than-average preference rates for destinations outside of Canada and the United States.
(Table IV-11)

3.1.2 Sex of Respondent

- . Although males show above-average preference rates for 27 per cent of the destinations, none of these preference rates exceed Level I.

The only destination in which females show an above-average preference for a vacation trip is Hawaii (Level II). (Table IV-12)

3.1.3 Annual Household Income

- . Members of households with annual incomes of less than \$10,000 display their highest preference rates (Level II) for trips to destinations in or close to Ontario while those in the highest household income category have comparable preference rates for more distant destinations such as the West Indies and the rest of the world.

Those in the middle household income category only demonstrate above-average rates for travelling to Hawaii and Florida (Level I). (Table IV-13)

3.1.4 Education of Respondents

- . The propensity of residents to travel further for a preferred vacation trip increases with increasing education levels.

The most preferred vacation destinations for respondents with less than a grade 9 education are Ontario and Quebec (Level II). For those with a grade 9 to 13 education, Hawaii is the most highly preferred destination. Those having the highest educational level consider trips to "rest of world" destinations (Level III), the British Isles (Level II) and Australia or New Zealand (Level II) to be their most preferred. (Table IV-14)

3.1.5 Community Size

- . Only residents of communities with populations of 100,000 and larger have preference rates above Level I for any of the vacation destinations. Level II preference rates are exhibited by members of this group for trips to the "rest of Europe", (such as France and Germany), Australia and New

Zealand and destinations in the "rest of world" such as Japan, Brazil or India.

Residents of communities of 5,000 to 99,999 are only beyond the mean for preferring trips to Quebec and Ontario (Level I), while those in the rural areas and small towns show a comparable preference for a vacation trip to British Columbia or Florida.

(Table IV-15)

3.1.6 Occupation of Head of Household

- . Residents whose household head is employed in processing, machinery, fabricating and construction occupations exhibit higher-than-average preference rates for one-third of the vacation destinations; however, the majority of these destinations are within the country and with the exception of Quebec (Level II) they do not exceed Level I.

Hawaii and the West Indies are the most preferred destinations (Level II) of those in the clerical, sales and service occupation category.

The highest rate for those in the technological, social and cultural category occurs for a preferred trip to a "rest of world" destination.

Members of the managerial, administrative and related occupations category are the only group which does not exhibit above-average preferences for a trip to any of the vacation destinations. (Table IV-19)

3.1.7 Language Spoken in the Home

- . For 40 per cent of the destinations, members of English speaking households exhibit higher than expected preference rates. This compares with 20 per cent for members of French speaking households and seven per cent for each of the remaining categories.

The highest trip preference levels for each of the demographic categories strongly reflect the linguistic characteristics of the members

of that category. The most preferred vacation destination for members of English speaking households is the British Isles (Level III). For those from French speaking households Quebec (Level III) is the most popular destination. People from households where an "Other European" language is most frequently used, have a Level III preference for "rest of Europe" destinations, while those speaking a language not previously mentioned prefer "rest of world" destinations. (Table IV-20)

TABLE IV-1
AGE DISTRIBUTION OF ONTARIO POPULATION PREFERRING
VARIOUS DESTINATIONS FOR WEEKEND TRIPS

| Destination | (Row Per Cent) | | |
|--|-------------------|-------------------|-----------------|
| | 12 to 19 Years | 20 to 49 Years | 50 and Older |
| Ottawa/St. Lawrence Area | 19.3 | 48.8 | 31.9 |
| Kingston-Peterborough/ Eastern Lake Ontario | 25.5 | 45.7 | 28.9 |
| Western Lake Ontario | 18.2 | 51.0 | 30.8 |
| Metro Toronto | 26.3 | 45.4 | 28.4 |
| Southwestern Ontario | 28.2 | 38.2 | 33.6 |
| Georgian Bay Area | 23.4 | 50.9 | 25.7 |
| Northeastern Ontario | 19.2 | 55.9 | 24.9 |
| Northwestern Ontario | 22.5 | 55.8 | 21.7 |
| Province of Quebec | 21.5 | 62.2 | 16.3 |
| Maritime Provinces | 23.3 | 66.3 | 10.5 |
| Manitoba, Sask., Alta., B.C., N.W.T. | 19.5 | 62.2 | 18.3 |
| Yukon, N.W.T. | | | |
| Canada - Unspecified | 25.5 | 60.2 | 14.3 |
| New York State | 13.3 | 60.2 | 26.5 |
| Rest of U.S.A. | 17.4 | 62.0 | 20.6 |
| Rest of World | 19.1 | 71.7 | 9.2 |
| Per Cent of Population in Age Categories | 20.0 | 52.7 | 27.3 |

TABLE IV-2
SEX DISTRIBUTION OF ONTARIO POPULATION PREFERRING
VARIOUS DESTINATIONS FOR WEEKEND TRIPS

| Destination | (Row Per Cent) | |
|--|----------------|--------|
| | Male | Female |
| Ottawa/St. Lawrence Area | 42.6 | 57.4 |
| Kingston-Peterborough/ Eastern Lake Ontario | 48.5 | 51.5 |
| Western Lake Ontario | 39.4 | 60.6 |
| Metro Toronto | 40.2 | 59.8 |
| Southwestern Ontario | 42.5 | 57.5 |
| Georgian Bay Area | 55.5 | 44.5 |
| Northeastern Ontario | 55.7 | 44.3 |
| Northwestern Ontario | 54.7 | 45.3 |
| Province of Quebec | 47.8 | 52.2 |
| Maritime Provinces | 44.7 | 55.3 |
| Manitoba, Sask., Alta., B.C., Yukon, N.W.T. | 53.4 | 46.6 |
| Canada - Unspecified | 59.8 | 40.2 |
| New York State | 38.7 | 61.3 |
| Rest of U.S.A. | 50.2 | 49.8 |
| Rest of World | 58.0 | 42.0 |
| Per Cent of Population in Sex Categories | 49.4 | 50.6 |

TABLE IV-3

HOUSEHOLD INCOME CHARACTERISTICS OF ONTARIO POPULATION
PREFERRING VARIOUS DESTINATIONS FOR WEEKEND TRIPS

| Destination | (Row Per Cent) | | |
|--|-----------------------|-------------------------|------------------------|
| | Less than \$10,000 | \$10,000 to \$14,999 | \$15,000 and larger |
| Ottawa/St. Lawrence Area | 38.9 | 36.9 | 24.2 |
| Kingston-Peterborough/ Eastern Lake Ontario | 37.9 | 34.7 | 27.4 |
| Western Lake Ontario | 43.5 | 34.1 | 22.4 |
| Metro Toronto | 38.7 | 33.1 | 28.3 |
| Southwestern Ontario | 40.6 | 34.3 | 25.1 |
| Georgian Bay Area | 29.1 | 37.0 | 34.0 |
| Northeastern Ontario | 40.1 | 35.0 | 24.9 |
| Northwestern Ontario | 28.0 | 46.2 | 25.9 |
| Province of Quebec | 31.4 | 32.1 | 36.4 |
| Maritime Provinces | 23.3 | 35.9 | 40.8 |
| Manitoba, Sask., Alta., B.C. | 30.3 | 32.7 | 37.0 |
| Yukon, N.W.T. | | | |
| Canada - Unspecified | 28.2 | 40.7 | 31.1 |
| New York State | 32.8 | 35.0 | 32.2 |
| Rest of U.S.A. | 27.8 | 38.3 | 33.9 |
| Rest of World | 22.0 | 25.9 | 52.2 |
| Per Cent of Population in Income Categories | 35.0 | 34.5 | 30.5 |

TABLE IV-4

EDUCATIONAL CHARACTERISTICS OF ONTARIO POPULATION
PREFERRING VARIOUS DESTINATIONS FOR WEEKEND TRIPS

| Destination | (Row Per Cent) | | |
|---|----------------------|------------------|---------------------------------|
| | Less than Grade 9 | Grade 9 to 13 | Grade 12 plus Post-Secondary |
| Ottawa/St. Lawrence Area | 26.8 | 43.1 | 30.1 |
| Kingston-Peterborough/ Eastern Lake Ontario | 29.8 | 47.2 | 23.0 |
| Western Lake Ontario | 37.4 | 46.8 | 15.7 |
| Metro Toronto | 29.1 | 44.1 | 26.8 |
| Southwestern Ontario | 36.5 | 42.7 | 20.9 |
| Georgian Bay Area | 25.4 | 47.5 | 27.1 |
| Northeastern Ontario | 29.7 | 49.1 | 21.2 |
| Northwestern Ontario | 29.6 | 48.0 | 22.4 |
| Province of Quebec | 20.7 | 41.0 | 38.3 |
| Maritime Provinces | 18.6 | 50.5 | 31.0 |
| Manitoba, Sask., Alta., B.C. | 17.1 | 42.9 | 40.0 |
| Yukon, N.W.T. | | | |
| Canada - Unspecified | 26.3 | 40.6 | 33.1 |
| New York State | 21.3 | 54.3 | 24.4 |
| Rest of U.S.A. | 23.3 | 48.9 | 27.8 |
| Rest of World | 15.3 | 46.0 | 38.6 |
| Per Cent of Population in Education Categories | 28.2 | 45.4 | 26.4 |

TABLE IV-6

DWELLING TYPE CHARACTERISTICS OF ONTARIO POPULATION
PREFERRING VARIOUS DESTINATIONS FOR WEEKEND TRIPS
(Row Per Cent)

| Destination | Single | | Apartment or Duplex | Other |
|---|----------|--|------------------------|-------|
| | Detached | | | |
| Ottawa/St. Lawrence Area | 72.4 | | 12.3 | 15.3 |
| Kingston-Peterborough/ Eastern Lake Ontario | 72.6 | | 10.9 | 16.5 |
| Western Lake Ontario | 68.2 | | 16.8 | 15.1 |
| Metro Toronto | 84.0 | | 8.5 | 7.5 |
| Southwestern Ontario | 82.2 | | 12.0 | 5.8 |
| Georgian Bay Area | 75.2 | | 11.8 | 13.0 |
| Northeastern Ontario | 77.7 | | 14.3 | 8.1 |
| Northwestern Ontario | 92.0 | | 6.0 | 2.0 |
| Province of Quebec | 68.5 | | 19.5 | 11.9 |
| Maritime Provinces | 67.5 | | 17.6 | 14.8 |
| Manitoba, Sask., Alta., B.C. | 72.0 | | 15.8 | 12.2 |
| Yukon, N.W.T. | 66.6 | | 13.1 | 20.4 |
| Canada - Unspecified | 64.2 | | 22.5 | 13.3 |
| New York State | 74.2 | | 14.1 | 11.7 |
| Rest of U.S.A. | 68.0 | | 15.4 | 16.6 |
| Rest of World | 74.1 | | 13.7 | 12.2 |
| Per Cent of Population in Dwelling Type Categories | | | | |

TABLE IV-5

COMMUNITY SIZE CHARACTERISTICS OF ONTARIO POPULATION
PREFERRING VARIOUS DESTINATIONS FOR WEEKEND TRIPS
(Row Per Cent)

| Destination | 100,000 and Larger | | 5,000 to 99,999 | | Less than 5,000 | |
|--|-----------------------|--|--------------------|--|--------------------|--|
| | | | | | | |
| Ottawa/St. Lawrence Area | 47.4 | | 29.0 | | 23.6 | |
| Kingston-Peterborough/ Eastern Lake Ontario | 47.8 | | 26.5 | | 25.7 | |
| Western Lake Ontario | 51.8 | | 23.3 | | 24.9 | |
| Metro Toronto | 28.6 | | 39.2 | | 32.2 | |
| Southwestern Ontario | 42.1 | | 30.1 | | 27.8 | |
| Georgian Bay Area | 54.3 | | 22.9 | | 22.8 | |
| Northeastern Ontario | 26.5 | | 35.8 | | 37.7 | |
| Northwestern Ontario | 21.9 | | 32.1 | | 46.0 | |
| Province of Quebec | 58.1 | | 25.4 | | 16.6 | |
| Maritime Provinces | 65.2 | | 17.4 | | 17.4 | |
| Manitoba, Sask., Alta., B. C., Yukon, N.W.T. | 49.6 | | 25.0 | | 25.3 | |
| Canada - Unspecified | 56.0 | | 24.4 | | 19.6 | |
| New York State | 60.8 | | 24.9 | | 14.3 | |
| Rest of U.S.A. | 50.9 | | 27.9 | | 21.2 | |
| Rest of World | 70.1 | | 18.6 | | 11.3 | |
| Per Cent of Population in Community Size Categories | 48.3 | | 26.8 | | 24.9 | |

TABLE IV-7

HOUSEHOLD COMPOSITION CHARACTERISTICS OF ONTARIO
POPULATION PREFERRING VARIOUS DESTINATIONS FOR
WEEKEND TRIPS

(Row Per Cent)

| Destination | Single Person or Couple | Non- Family | Family |
|--|----------------------------|----------------|--------|
| Ottawa/St. Lawrence Area | 28.7 | 33.5 | 37.8 |
| Kingston-Peterborough/ Eastern Lake Ontario | 19.6 | 36.5 | 43.9 |
| Western Lake Ontario | 20.6 | 37.8 | 41.6 |
| Metro Toronto | 20.5 | 38.3 | 41.2 |
| Southwestern Ontario | 21.8 | 43.4 | 34.9 |
| Georgian Bay Area | 21.2 | 40.2 | 38.5 |
| Northeastern Ontario | 21.7 | 35.3 | 43.1 |
| Northwestern Ontario | 20.0 | 37.0 | 43.0 |
| Province of Quebec | 18.7 | 44.5 | 36.8 |
| Maritime Provinces | 12.1 | 49.7 | 38.1 |
| Manitoba, Sask., Alta. | 20.8 | 39.6 | 39.5 |
| B.C., Yukon, N.W.T. | | | |
| Canada - Unspecified | 21.5 | 39.3 | 39.3 |
| New York State | 21.1 | 37.2 | 41.7 |
| Rest of U.S.A. | 20.3 | 39.0 | 40.7 |
| Rest of World | 21.6 | 38.5 | 39.7 |
| Per Cent of Population in Household Composition Categories | 22.1 | 39.3 | 38.6 |

TABLE IV-8

RESIDENTIAL MOBILITY¹ CHARACTERISTICS OF ONTARIO
POPULATION PREFERRING VARIOUS DESTINATIONS FOR
WEEKEND TRIPS

(Row Per Cent)

| Destination | Zero | One | Two or More |
|---|------|------|----------------|
| Ottawa/St. Lawrence Area | 61.4 | 19.8 | 18.8 |
| Kingston-Peterborough/ Eastern Lake Ontario | 59.0 | 16.9 | 24.1 |
| Western Lake Ontario | 53.7 | 22.4 | 23.8 |
| Metro Toronto | 61.2 | 18.7 | 20.1 |
| Southwestern Ontario | 62.6 | 18.0 | 19.3 |
| Georgian Bay Area | 61.9 | 20.1 | 18.1 |
| Northeastern Ontario | 57.6 | 18.7 | 23.7 |
| Northwestern Ontario | 58.8 | 17.9 | 23.3 |
| Province of Quebec | 54.5 | 16.8 | 28.7 |
| Maritime Provinces | 62.1 | 14.6 | 23.3 |
| Manitoba, Sask., Alta., B.C., Yukon, N.W.T. | 49.6 | 22.8 | 27.6 |
| Canada - Unspecified | 56.0 | 22.7 | 21.3 |
| New York State | 54.9 | 21.2 | 24.0 |
| Rest of U.S.A. | 54.3 | 24.3 | 21.4 |
| Rest of World | 50.6 | 26.3 | 23.1 |
| Per Cent of Population in Residential Mobility Categories | 58.9 | 20.2 | 20.9 |

¹ Residential mobility is measured by the number of
residential moves in the past five years

TABLE IV-9

OCCUPATIONAL CHARACTERISTICS OF ONTARIO POPULATION
PREFERRING VARIOUS DESTINATIONS FOR WEEKEND TRIPS

| Destination | (Row Per Cent) + | | | | |
|--|----------------------------|---------------------------------------|--------------------------------|------------------------------|---|
| | Administrative and Related | Technological, Social and Cultural | Clerical, Sales and Service | Farming and Other Primary | Processing, Machinery, Fabricating and Construction |
| Ottawa/St. Lawrence Area | 10 | 20 | 37 | 4 | 29 |
| Kingston-Peterborough/ Eastern Lake Ontario | 5 | 17 | 36 | 6 | 36 |
| Western Lake Ontario | 3 | 15 | 43 | 6 | 34 |
| Metro Toronto | 8 | 23 | 44 | 6 | 19 |
| Southwestern Ontario | 9 | 18 | 35 | 7 | 30 |
| Georgian Bay Area | 10 | 18 | 38 | 4 | 31 |
| Northeastern Ontario | 7 | 12 | 34 | 12 | 36 |
| Northwestern Ontario | 4 | 17 | 38 | 5 | 36 |
| Province of Quebec | 8 | 24 | 38 | 4 | 27 |
| Maritime Provinces | 11 | 10 | 49 | 4 | 26 |
| Manitoba, Sask., Alta., B.C., Yukon, N.W.T. | 8 | 21 | 45 | 7 | 19 |
| Canada - Unspecified | 4 | 27 | 36 | 17 | 16 |
| New York State | 9 | 17 | 50 | 3 | 21 |
| Rest of U.S.A. | 8 | 15 | 41 | 4 | 32 |
| Rest of World | 19 | 23 | 39 | 5 | 15 |
| Per Cent of Population in Occupational Categories | 8 | 18 | 38 | 6 | 30 |

+ Insufficient sample size does not allow the inclusion of
a significant decimal

TABLE IV-10

LANGUAGE¹ CHARACTERISTICS OF ONTARIO POPULATION
PREFERRING VARIOUS DESTINATIONS FOR WEEKEND TRIPS

| Destination | (Row Per Cent) + | | |
|--|------------------|--------|-----------------------|
| | English Only | French | Other Europe Other |
| Ottawa/St. Lawrence Area | 65 | 12 | 20 7 |
| Kingston-Peterborough/ Eastern Lake Ontario | 73 | 11 | 13 3 |
| Western Lake Ontario | 63 | 10 | 23 4 |
| Metro Toronto | 69 | 13 | 17 2 |
| Southwestern Ontario | 69 | 11 | 17 3 |
| Georgian Bay Area | 72 | 7 | 19 2 |
| Northeastern Ontario | 63 | 20 | 13 4 |
| Northwestern Ontario | 68 | 11 | 20 - |
| Province of Quebec | 57 | 21 | 18 5 |
| Maritime Provinces | 72 | 11 | 10 7 |
| Manitoba, Sask., Alta., B.C., Yukon, N.W.T. | 76 | 4 | 17 3 |
| Canada - Unspecified | 58 | 8 | 28 6 |
| New York State | 70 | 10 | 15 6 |
| Rest of U.S.A. | 70 | 9 | 19 3 |
| Rest of World | 72 | 11 | 13 4 |
| Per Cent of Population in Language Categories | 67 | 11 | 18 3 |

¹ Defined on first two major languages spoken in the household
+ Insufficient sample size does not allow the inclusion of
a significant decimal

TABLE IV-11

AGE DISTRIBUTION OF ONTARIO POPULATION PREFERRING VARIOUS
DESTINATIONS FOR VACATION TRIPS

(Row Per Cent)

| Destination | 12 to 19 Years | 20 to 49 Years | 50 and Older |
|---|-------------------|-------------------|-----------------|
| British Columbia | 14.7 | 55.0 | 30.3 |
| Quebec | 25.3 | 46.8 | 27.9 |
| Maritime Provinces | 15.7 | 53.2 | 31.1 |
| Manitoba, Sask., Alta., Yukon, N.W.T. | 14.6 | 52.6 | 32.8 |
| Ontario | 26.3 | 42.6 | 31.2 |
| California | 27.0 | 45.6 | 27.4 |
| Hawaii | 21.1 | 59.4 | 19.5 |
| Florida | 33.4 | 39.0 | 27.6 |
| Rest of U.S.A. | 16.5 | 50.6 | 32.9 |
| West Indies | 22.0 | 61.9 | 16.0 |
| Mexico | 15.3 | 71.4 | 13.3 |
| British Isles | 17.3 | 47.7 | 35.1 |
| Rest of Europe | 22.6 | 61.6 | 15.8 |
| Australia, New Zealand | 17.3 | 53.8 | 28.9 |
| Rest of World | 17.7 | 65.1 | 17.3 |
| Per Cent of Population in Age Categories | 20.0 | 52.7 | 27.3 |

TABLE IV-12

SEX DISTRIBUTION OF ONTARIO POPULATION
PREFERRING VARIOUS DESTINATIONS FOR VACATION TRIPS

(Row Per Cent)

| Destination | Male | Female |
|---|------|--------|
| British Columbia | 51.4 | 48.6 |
| Quebec | 55.8 | 44.2 |
| Maritime Provinces | 49.4 | 50.6 |
| Manitoba, Sask., Alta., Yukon, N.W.T. | 50.0 | 50.0 |
| Ontario | 55.8 | 44.2 |
| California | 50.1 | 49.9 |
| Hawaii | 38.1 | 61.9 |
| Florida | 44.1 | 55.9 |
| Rest of U.S.A. | 48.9 | 51.1 |
| West Indies | 50.2 | 49.8 |
| Mexico | 49.7 | 50.3 |
| British Isles | 46.6 | 53.4 |
| Rest of Europe | 50.1 | 49.9 |
| Australia, New Zealand | 55.1 | 44.9 |
| Rest of World | 55.3 | 44.7 |
| Per Cent of Population in Sex Categories | 49.4 | 50.6 |

TABLE IV-13

HOUSEHOLD INCOME CHARACTERISTICS OF ONTARIO POPULATION
PREFERRING VARIOUS DESTINATIONS FOR VACATION TRIPS

(Row Per Cent)

| Destination | Less than \$10,000 | \$10,000 to \$14,999 | \$15,000 and Larger |
|--|-----------------------|-------------------------|------------------------|
| British Columbia | 37.2 | 35.2 | 27.7 |
| Quebec | 46.8 | 21.9 | 31.4 |
| Maritime Provinces | 41.8 | 32.0 | 26.2 |
| Manitoba, Sask., Alta., Yukon, N.W.T. | 42.7 | 31.3 | 26.0 |
| Ontario | 49.1 | 33.3 ^v | 17.5 |
| California | 37.5 | 36.6 | 25.9 |
| Hawaii | 29.4 | 41.0 | 29.6 |
| Florida | 34.4 | 40.2 | 25.5 |
| Rest of U.S.A. | 33.7 | 33.5 | 32.8 |
| West Indies | 20.5 | 36.7 | 42.8 |
| Mexico | 29.9 | 32.3 | 37.9 |
| British Isles | 32.5 | 32.6 | 34.9 |
| Rest of Europe | 27.4 | 36.4 | 36.2 |
| Australia, New Zealand | 28.7 | 37.6 | 33.6 |
| Rest of World | 28.1 | 30.9 | 41.1 |
| Per Cent of Population in Household Income Categories | 35.0 | 34.5 | 30.5 |

TABLE IV-14

EDUCATIONAL CHARACTERISTICS OF ONTARIO POPULATION
PREFERRING VARIOUS DESTINATIONS FOR VACATION TRIPS

(Row Per Cent)

| Destination | Less than Grade 9 | Grade 9 to 13 | Grade 12 plus Post-Secondary |
|---|----------------------|------------------|---------------------------------|
| British Columbia | 26.0 | 49.3 | 24.7 |
| Quebec | 38.5 | 42.5 | 19.0 |
| Maritime Provinces | 24.8 | 46.4 | 28.8 |
| Manitoba, Sask., Alta., Yukon, N.W.T. | 31.1 | 45.7 | 23.1 |
| Ontario | 40.8 | 43.5 | 15.7 |
| California | 27.6 | 50.7 | 21.7 |
| Hawaii | 23.5 | 57.4 | 19.1 |
| Florida | 35.1 | 49.0 | 15.9 |
| Rest of U.S.A. | 30.7 | 50.2 | 19.1 |
| West Indies | 15.7 | 53.9 | 30.4 |
| Mexico | 29.3 | 41.0 | 29.7 |
| British Isles | 21.8 | 41.8 | 36.4 |
| Rest of Europe | 26.3 | 40.9 | 32.8 |
| Australia, New Zealand | 19.0 | 41.1 | 40.0 |
| Rest of World | 14.9 | 33.6 | 51.4 |
| Per Cent of Population in Educational Categories | 28.2 | 45.4 | 26.4 |

TABLE IV-15

COMMUNITY SIZE CHARACTERISTICS OF ONTARIO POPULATION
PREFERRING VARIOUS DESTINATIONS FOR VACATION TRIPS

| Destination | (Row Per Cent) | | |
|--|-----------------------|--------------------|--------------------|
| | 100,000 and larger | 5,000 to 99,999 | Less than 5,000 |
| British Columbia | 37.1 | 31.2 | 31.7 |
| Quebec | 38.6 | 31.9 | 29.5 |
| Maritime Provinces | 43.5 | 27.2 | 29.3 |
| Manitoba, Sask., Alta., Yukon, N.W.T. | 46.3 | 22.7 | 31.0 |
| Ontario | 41.9 | 31.8 | 26.3 |
| California | 49.1 | 24.0 | 26.9 |
| Hawaii | 43.4 | 29.1 | 27.4 |
| Florida | 40.4 | 29.4 | 30.2 |
| Rest of U.S.A. | 44.0 | 28.1 | 27.9 |
| West Indies | 52.3 | 28.9 | 18.8 |
| Mexico | 53.3 | 22.9 | 23.8 |
| British Isles | 50.3 | 28.2 | 21.5 |
| Rest of Europe | 60.2 | 23.6 | 16.2 |
| Australia, New Zealand | 59.0 | 20.4 | 20.5 |
| Rest of World | 66.8 | 15.7 | 17.4 |
| Per Cent of Population in Community Size Categories | 48.3 | 26.8 | 24.9 |

TABLE IV-16

DWELLING TYPE CHARACTERISTICS OF ONTARIO POPULATION
PREFERRING VARIOUS DESTINATIONS FOR VACATION TRIPS

| Destination | (Row Per Cent) | | |
|---|--------------------|------------------------|-------|
| | Single Detached | Apartment or Duplex | Other |
| British Columbia | 79.6 | 10.5 | 10.0 |
| Quebec | 66.5 | 16.7 | 16.8 |
| Maritime Provinces | 76.3 | 14.3 | 9.5 |
| Manitoba, Sask., Alta., Yukon, N.W.T. | 71.9 | 16.5 | 11.6 |
| Ontario | 75.3 | 12.1 | 12.6 |
| California | 77.6 | 10.9 | 11.4 |
| Hawaii | 77.0 | 10.8 | 12.3 |
| Florida | 75.9 | 13.9 | 10.2 |
| Rest of U.S.A. | 74.7 | 13.6 | 11.7 |
| West Indies | 67.7 | 19.8 | 12.5 |
| Mexico | 66.3 | 18.1 | 15.6 |
| British Isles | 74.2 | 13.7 | 12.1 |
| Rest of Europe | 71.5 | 13.8 | 14.7 |
| Australia, New Zealand | 71.6 | 13.6 | 14.9 |
| Rest of World | 62.3 | 21.7 | 16.0 |
| Per Cent of Population in Dwelling Type Categories | 74.1 | 13.7 | 12.2 |

TABLE IV-17

HOUSEHOLD COMPOSITION CHARACTERISTICS OF ONTARIO POPULATION
PREFERRING VARIOUS DESTINATIONS FOR VACATION TRIPS

| Destination | (Row Per Cent) | |
|--|----------------------------|----------------|
| | Single Person or Couple | Non- Family |
| British Columbia | 25.3 | 37.1 |
| Quebec | 18.8 | 36.7 |
| Maritime Provinces | 21.8 | 35.8 |
| Manitoba, Sask., Alta., Yukon, N.W.T. | 27.6 | 36.9 |
| Ontario | 22.3 | 38.3 |
| California | 21.8 | 41.1 |
| Hawaii | 18.5 | 35.1 |
| Florida | 17.6 | 39.1 |
| Rest of U.S.A. | 23.4 | 41.1 |
| West Indies | 17.6 | 40.1 |
| Mexico | 18.3 | 39.0 |
| British Isles | 27.3 | 38.1 |
| Rest of Europe | 16.8 | 42.7 |
| Australia, New Zealand | 18.5 | 43.5 |
| Rest of World | 22.5 | 40.0 |
| Per Cent of Population in Household Composition Categories | 22.1 | 39.3 |
| | | 38.6 |

TABLE IV-18

RESIDENTIAL MOBILITY¹ CHARACTERISTICS OF ONTARIO POPULATION
PREFERRING VARIOUS DESTINATIONS FOR VACATION TRIPS

| Destination | (Row Per Cent) | | |
|---|----------------|------|----------------|
| | Zero | One | Two or More |
| British Columbia | 62.9 | 18.1 | 19.0 |
| Quebec | 55.3 | 18.8 | 25.9 |
| Maritime Provinces | 52.7 | 26.0 | 21.3 |
| Manitoba, Sask., Alta., Yukon, N.W.T. | 63.8 | 17.3 | 18.9 |
| Ontario | 60.9 | 18.4 | 20.6 |
| California | 60.6 | 20.2 | 19.1 |
| Hawaii | 57.0 | 23.4 | 19.6 |
| Florida | 62.2 | 22.6 | 15.2 |
| Rest of U.S.A. | 57.8 | 21.4 | 20.7 |
| West Indies | 56.0 | 21.6 | 22.4 |
| Mexico | 44.8 | 25.8 | 29.4 |
| British Isles | 58.6 | 19.3 | 22.2 |
| Rest of Europe | 54.9 | 22.2 | 23.0 |
| Australia, New Zealand | 61.3 | 17.4 | 21.3 |
| Rest of World | 42.8 | 15.6 | 41.6 |
| Per Cent of Population in Residential Mobility Categories | 58.9 | 20.2 | 20.9 |

¹ Residential mobility is measured by the number of residential moves in the past five years

TABLE IV-19

OCCUPATIONAL CHARACTERISTICS OF ONTARIO POPULATION
PREFERRING VARIOUS DESTINATIONS FOR VACATION TRIPS

| Destination | (Row Per Cent) ⁺ | | | | |
|--|-----------------------------|---------------------------------------|--------------------------------|------------------------------|--|
| | Administrative and Related | Technological, Social and Cultural | Clerical, Sales and Service | Farming and Other Primary | Machinery, Fabricating and Construction |
| British Columbia | 7 | 15 | 33 | 9 | 36 |
| Quebec | 5 | 16 | 28 | 10 | 41 |
| Maritime Provinces | 9 | 18 | 38 | 6 | 29 |
| Manitoba, Sask., Alta., Yukon, N.W.T. | 4 | 19 | 33 | 9 | 35 |
| Ontario | 6 | 10 | 40 | 6 | 39 |
| California | 11 | 10 | 40 | 7 | 32 |
| Hawaii | 5 | 13 | 51 | 3 | 27 |
| Florida | 7 | 12 | 40 | 11 | 30 |
| Rest of U.S.A. | 6 | 15 | 36 | 7 | 36 |
| West Indies | 11 | 19 | 48 | * | 22 |
| Mexico | 9 | 17 | 35 | 5 | 34 |
| British Isles | 10 | 26 | 41 | 3 | 19 |
| Rest of Europe | 9 | 23 | 36 | 3 | 30 |
| Australia, New Zealand | 8 | 14 | 42 | 8 | 27 |
| Rest of World | 10 | 34 | 33 | 7 | 16 |
| Per Cent of Population in Occupational Categories | 8 | 18 | 38 | 6 | 30 |

* 1 per cent to 1.9 per cent

+ Insufficient sample size does not allow the inclusion of
a significant decimal

TABLE IV-20

LANGUAGE¹ CHARACTERISTICS OF ONTARIO POPULATION PREFERRING
VARIOUS DESTINATIONS FOR VACATION TRIPS

| Destination | (Row Per Cent) ⁺ | | |
|--|-----------------------------|--------|-----------------|
| | English Only | French | Other Europe |
| British Columbia | 76 | 9 | 13 |
| Quebec | 46 | 44 | 9 |
| Maritime Provinces | 81 | 13 | 6 |
| Manitoba, Sask., Alta., Yukon, N.W.T. | 76 | 9 | 14 |
| Ontario | 70 | 12 | 16 |
| California | 71 | 13 | 12 |
| Hawaii | 74 | 12 | 13 |
| Florida | 65 | 16 | 17 |
| Rest of U.S.A. | 67 | 12 | 15 |
| West Indies | 80 | 10 | 10 |
| Mexico | 55 | 23 | 19 |
| British Isles | 88 | 7 | 4 |
| Rest of Europe | 47 | 9 | 40 |
| Australia, New Zealand | 68 | 14 | 15 |
| Rest of World | 54 | 11 | 17 |
| Per Cent of Population in Language Categories | 67 | 11 | 18 |

¹ Defined on first two major languages spoken in the household

* 1 per cent to 1.9 per cent

- Less than 1 per cent

+ Insufficient sample size does not allow the inclusion of
a significant decimal

CHAPTER V

PREFERRED ACTIVITIES ON WEEKEND AND VACATION TRIPS

1. INTRODUCTION

In the trip preference section of the Ontario Recreation Survey questionnaire respondents were asked to list up to three activities in which they would most like to participate on a preferred weekend or vacation trip. For each type of trip the per cent of respondents in each demographic category who listed a specific activity preference was determined. Tables B-11 to B-20 and C-11 to C-20 summarize the respective percentages of respondents, in each of the demographic categories, who prefer to participate in various free time activities while on weekend or vacation trips.

2. PREFERRED ACTIVITIES ON WEEKEND TRIPS

An examination of all the demographic categories (refer to Tables B-11 to B-20) indicates that there is an even division of preference between respondents who choose either sightseeing or visiting friends or relatives as their most preferred weekend trip activity. Each of these activities accounts for the largest percentage of activity preference in approximately 45 per cent of the various demographic categories.

Respondents from those demographic categories which have the largest percentage of their members preferring

sightseeing as the top-ranked weekend activity include those who are:

- . 20 to 49 years of age
- . have an annual household income of \$10,000 to \$14,999
- . have a greater than grade 9 education
- . live in a community with a population of 100,000 and larger
- . live in a single family detached dwelling
- . are members of a family household
- . have had at least one residential move within the past five years.

In comparison, those respondents from demographic categories which have the largest per cent of their members preferring to visit friends or relatives on a weekend trip include those who are:

- . 50 years of age and over
- . have an annual household income of less than \$10,000
- . have a less than grade 9 education
- . live in a community with a population of less than 100,000
- . live in an apartment or duplex
- . are a member of a non-family household
- . have not had a residential move in the past five years.

The overall popularity of the two preceding activities can be further evidenced by examining the combinations of activity preference that account for the most popular first- and second-ranked activities. If residents list visiting friends or relatives as their most popular first choice for a preferred weekend trip activity, then in 93 per cent of the demographic categories, sightseeing will be listed as the second most popular activity. On the other hand,

when sightseeing is listed as the most popular first choice in activity preference, visiting friends or relatives is subsequently ranked second in popularity in 65 per cent of the demographic categories while swimming is the most popular activity preferred by members of the remaining demographic categories.

Swimming, the most popular third-ranked activity for a weekend trip, accounts for the highest proportion of preference in 37 per cent of all categories with camping and visiting friends or relatives making up the majority of preference in the remaining demographic categories.

2.1 Distribution of Above-average Preference

This section will focus primarily upon those instances in which members of specific demographic categories are above-average in their preference for certain activities on weekend trips. Above-average preference rates will be based upon the distribution of activity preference as summarized in Tables V-1 to V-10.

2.1.1 Age of Respondent

- . The highest preference rates displayed by the 20 to 49 year age group (Level III) occur for downhill skiing, dining out, going to a pub or disco and sunbathing on weekends.

Respondents 12 to 19 years of age are above-average in their preference for 44 per cent of the activities. Water-skiing is the most highly preferred activity (Level IV) while canoeing (Level II) and hiking (Level III) rank as the next most popular activities.

(Table V-1)

2.1.2 Sex of Respondent

- . Males are above-average in their preference for 28 per cent of the activities with the strongest (Level IV) being shown for hunting, fishing and attending a spectator sport. For these activities they account for 92.3 per cent, 76.5 per cent and 75.1 per cent of the total preference respectively.

Females have the greatest preference on weekend trips for both window shopping and special shopping (Level IV) and for recreational walking as well (Level III). Members of this category demonstrate higher-than-average preference rates in 44 per cent of the activities. (Table V-2)

2.1.3 Annual Household Income

- . Respondents in the highest household income category display a definite tendency towards above-average preference for more participation in a greater number of activities on weekend trips than do people from lower income households. Those with a household income of \$15,000 or more are above-average in preference for 44 per cent of the activities listed, as compared with an average of 14 per cent for the two lower income categories.
- . The high-income group exhibits Level III preference rates for participating in downhill skiing, water-skiing and dining out while on a weekend trip. Canoeing, motorboating and attending a live theatre or concert performance are above-average in popularity as well (Level II).

The highest preference rate for those with a household income of \$10,000 to \$14,999 occurs for hunting (Level II) while residents with a household income of less than \$10,000 only have a comparable preference rate for visiting friends or relatives.

(Table V-3)

2.1.4 Education of Respondent

- . For downhill skiing, dining out and canoeing, participants with a grade 12 plus post-secondary school education are responsible for the majority of stated preferences.

Those respondents with a grade 12 plus post-secondary school education have higher-than-average preference rates in 36 per cent of the activities as compared to only eight per cent for those with a less than grade 9 education.

Level IV preference rates occur for residents in the highest education category who prefer to downhill ski or dine out while on a weekend trip. For this same group canoeing and attending a live theatre or concert performance maintain a Level III preference rate.

The highest preference rates displayed by members of the two remaining education categories occur at Level II for those with a grade 9 to 13 education who prefer to visit a pub or disco on a weekend trip and for those with a less than grade 9 education who prefer to hunt. (Table V-4)

2.1.5 Community Size

- . Respondents from communities with populations of 100,000 and larger account for the greatest percentage of preference in all but two of the listed activities. The majority of preference for the remaining two activities is attributable to people who prefer special shopping and live in a community with a population of 5,000 to 99,999 (Level III) and to those who reside in communities with fewer than 5,000 inhabitants and prefer to hunt (Level III).

People from communities with fewer than 5,000 residents exhibit above-average preference rates for far fewer activities than do residents of communities with larger populations.

Residents of communities with populations of 100,000 and larger display their highest

preference rates for recreational walking (Level III) and sunbathing (Level III), however, water-skiing (Level II) and visiting a private recreation home (Level II) are well above-average in popularity as well.

2.1.6 Household Composition

- . Members of family households are above-average in their preference for 32 per cent of the activities while those from non-family households only show higher-than-average rates for four per cent of the activities. It should be noted, however, that with the exception of attending an annual event (Level II) preference levels for members of family groups never exceed Level I.

Households comprised of a single person or couple exhibit a Level III preference rate for boating. (Table V-7)

2.1.7 Residential Mobility

- . Those who have made two or more residential moves during the past five years demonstrate above-average preference for 36 per cent of the activities, of which dining out and downhill skiing are the most popular (Level II). (Table V-8)

2.1.8 Occupation of Head of Household

- . People whose household head is employed in clerical, sales and services related occupations are responsible for the greatest proportion of stated preference for 72 per cent of the activities. This compares with 20 per cent for those in the processing, machinery, fabricating and construction category and only eight per cent for members of the technological, social and cultural occupation group.

The most prominent activity preference displayed by those in the processing, machinery, fabricating and construction occupations occurs for hunting (Level IV). Fishing is also a popular activity with members of this group although it only achieves Level II preference.

Sunbathing, recreational walking and hiking are the most highly preferred activities among those whose household head is employed in the clerical, sales and service category (Level II).

Respondents classified in the technological, social and cultural occupation group are above-average in preference for the greatest number of activities (36%) of any of the occupational categories. The highest preference rates occur for downhill skiing (Level IV), canoeing (Level III) and dining out (Level III). (Table V-9)

3. PREFERRED ACTIVITIES ON VACATION TRIPS

The activity preferences of respondents considering a preferred vacation trip are summarized in Tables V-11 to V-20 and C-11 to C-20. For the majority of the demographic categories the top-ranked vacation trip activity preferences are similar in composition to the activity preferences exhibited by respondents for weekend trips.

The rankings of vacation activity preference are remarkably similar for each of the demographic categories. Sightseeing, visiting friends or relatives and swimming are the three top-ranked activities in almost 95 per cent of the demographic categories.

Sightseeing is the top-ranked activity for the majority of respondents in each of the demographic categories. The second-ranked activity in 94 per cent of the demographic

categories is visiting friends or relatives. Swimming is the most frequently mentioned third choice of respondents in 89 per cent of the demographic categories.

3.1 Distribution of Above-average Preference

3.1.1 Age of Respondent

- . Respondents 20 to 49 years of age account for the greatest percentage of preference for all of the top-listed vacation activities. People in this category demonstrate above-average preference rates for 33 per cent of the activities, especially going to a pub or disco (Level III), and camping and cultural mixing (Level II).

Attending an annual event and hiking are the only activities in which residents 12 to 19 years of age exhibit preference rates above Level I on vacation trips.

The only activity in which residents 50 years of age and older have an above-average interest for participation is recreational driving (Level I). (Table V-11)

3.1.2 Sex of Respondent

- . Although females make up the majority of preference in twice as many of the top-ranked vacation activities than do males, members of each group exhibit above-average preference rates for a similar number of activities.

The highest proportions of preference accorded to females occur for participation in window shopping and special shopping (Level IV). Other activities in which females display above-average preference rates are sunbathing, organized nature appreciation and recreational walking, all of which are at Level II.

Fishing (Level IV), golfing (Level IV) and attending a spectator sport (Level III) are

the only activities which males rate considerably above-average for vacation trips.
(Table V-12)

3.1.3 Annual Household Income

- . Respondents having an annual household income of \$15,000 or more, not only exhibit the highest overall preference levels for specific activities but they also exhibit above-average preference rates for the greatest proportion of activities (38%).

The highest preference levels displayed by residents in the \$15,000 or more income category occur for golfing (Level III), hiking and recreational driving (Level II).

For those respondents in the middle household income category, window shopping is the only activity above Level I in preference while for those in the less than \$10,000 income category, attending an annual event is the only activity with a comparable preference level. (Table V-13)

3.1.4 Education of Respondent

- . Preference levels for above-average participation in preferred vacation activities tend to increase with a respondent's education level; however, this is not accompanied by an increase in the actual number of activities in which above-average preference occurs.

Residents with a less than grade 9 education show above-average preference rates for less than ten per cent of the activities. Those having a grade 9 to 13 education, however, are above-average in 38 per cent of the activities of which going to a pub or disco rates above Level I in preference.

Although respondents with a grade 12 plus post-secondary school education are only above-average in preference for 24 per cent of the activities, they do exhibit highest preference levels of any of the educational categories. Members of this group have

Level III rates for visiting a museum or art gallery and hiking. Cultural mixing, recreational walking and golfing are slightly less preferred (Level II). (Table V-14)

3.1.5 Community Size

- . People residing in communities with populations of 100,000 and larger comprise the largest percentage of activity preference for those people considering a vacation trip. Although there is not a significant difference among the various community size categories in the actual number of activities in which above-average preference rates occur, there are distinguishable variations in levels of preference between the demographic categories.

The highest preference level shown by respondents in any of the community size categories occurs for those residing in communities of 100,000 and larger who prefer recreational walking (Level III). Recreational driving (Level II) is the next most popular activity for members of the group.

People from communities with less than 5,000 inhabitants make up the largest percentage of preference for those wishing to attend an annual event while on a vacation trip (Level II). (Table V-15)

3.1.6 Household Composition

- . Family and non-family households demonstrate comparable levels of preference for a similar number of activities although the actual activity mix varies.

Members of non-family groups have their highest preference rates (Level II) associated with participation in hiking and cultural mixing, while Level I rates correspond with recreational walking and driving.

Swimming and visiting a private recreation home are the activities in which residents from a family group have the highest preference (Level II). Attending an annual event,

camping and fishing are also slightly above-average preferred activities for members of this group (Level I). (Table V-17)

3.1.7 Residential Mobility

- . Above-average activity preferences for this variable however, only occur for those respondents who have made two or more residential moves during the past five years. People exhibiting a high mobility rate show above-average preference for slightly less than one-third of the activities; however the rates never exceed Level I.

(Table V-18)

3.1.8 Occupation of Head of Household

- . There are noticeable differences among the various occupational categories in the proportion of activities in which respondents show above-average preference.

Respondents in the clerical, sales and service category once again are above-average in the greatest proportion of activities (38%) (Level III for sunbathing, special shopping and window shopping).

Those in managerial, administrative and related occupations, as well as those in farming and other primary occupations are only above-average in five per cent of the activities (golfing and attending an annual event).

The preferred vacation trip activities for respondents in the processing, machinery, fabricating and construction category are attending a spectator sport (Level III) and fishing (Level I).

Visiting a museum or art gallery and cultural mixing are rated relatively highly by people in the technological, social and cultural occupational category.

(Table V-19)

3.1.9 Language Spoken in the Home

- . For all activities listed, respondents from households in which English is the principal language account for at least 60 per cent of the activity preference.

Golfing (Level II) is the only activity in which English speaking respondents show preference rates above Level I. Camping, fishing, window shopping and hiking are also preferred at rates slightly above-average.

Respondents from French speaking households have their highest preference rates (Level II) associated with relaxing, attending an annual event, visiting a museum or art gallery and cultural mixing while on a preferred vacation trip.

Members of households in which an "other European" language is spoken only have above-average preference for visiting friends or relatives (Level II). (Table V-20)

TABLE V-1
AGE DISTRIBUTION OF ONTARIO POPULATION PREFERRED TO PARTICIPATE IN VARIOUS FREE TIME ACTIVITIES WHILE ON WEEKEND TRIPS
(Row Per Cent)

| Activities | 12 to 19 Years | 20 to 49 Years | 50 and Older |
|---|----------------|----------------|--------------|
| Sightseeing | 16.7 | 59.3 | 24.0 |
| Visiting Friends or Relatives | 18.3 | 44.7 | 36.9 |
| Swimming | 32.7 | 55.6 | 11.7 |
| Camping | 34.7 | 56.0 | 9.3 |
| Fishing | 23.5 | 54.8 | 21.7 |
| Cottaging | 21.7 | 53.4 | 24.9 |
| Relaxing | 5.5 | 66.5 | 28.0 |
| Special Shopping | 18.7 | 55.8 | 25.5 |
| Hiking | 38.7 | 48.2 | 13.2 |
| Visiting a Historic Site | 16.3 | 60.9 | 22.8 |
| Canoeing | 40.3 | 53.2 | 6.5 |
| Recreational Walking | 17.2 | 55.6 | 27.2 |
| Visiting a Museum or Art Gallery | 24.2 | 51.6 | 24.2 |
| Window Shopping | 17.2 | 56.4 | 26.4 |
| Motor Boating | 25.8 | 56.7 | 17.5 |
| Attending a Live Theatre or Concert Performance | 9.6 | 65.6 | 24.8 |
| Attending a Spectator Sport | 34.8 | 51.7 | 13.5 |
| Attending an Annual Event | 28.4 | 54.4 | 17.2 |
| Organized Nature Appreciation | 12.1 | 55.7 | 32.2 |
| Going to a Pub or Disco | 16.3 | 69.4 | 14.3 |
| Dining Out | 6.2 | 70.5 | 23.3 |
| Sunbathing | 15.1 | 68.3 | 16.5 |
| Downhill Skiing | 27.9 | 70.5 | 1.6 |
| Water-skiing | 52.3 | 45.5 | 2.3 |
| Hunting | 30.0 | 56.2 | 13.8 |
| Per Cent of Population in Age Categories | 20.0 | 52.7 | 27.3 |

TABLE V-2
SEX DISTRIBUTION OF ONTARIO POPULATION PREFERRED TO PARTICIPATE IN VARIOUS FREE TIME ACTIVITIES WHILE ON WEEKEND TRIPS
(Row Per Cent)

| Activities | Male | Female |
|---|------|--------|
| Sightseeing | 45.0 | 55.0 |
| Visiting Friends or Relatives | 41.5 | 58.5 |
| Swimming | 51.1 | 48.9 |
| Camping | 61.6 | 38.4 |
| Fishing | 76.5 | 23.5 |
| Cottaging | 52.7 | 47.3 |
| Relaxing | 49.3 | 50.7 |
| Special Shopping | 23.1 | 76.9 |
| Hiking | 51.1 | 48.9 |
| Visiting a Historic Site | 41.0 | 59.0 |
| Canoeing | 63.4 | 36.6 |
| Recreational Walking | 32.4 | 67.6 |
| Visiting a Museum or Art Gallery | 41.3 | 58.7 |
| Window Shopping | 23.8 | 76.2 |
| Motor Boating | 66.1 | 33.9 |
| Attending a Live Theatre or Concert Performance | 35.8 | 64.2 |
| Attending a Spectator Sport | 75.1 | 24.9 |
| Attending an Annual Event | 38.1 | 61.9 |
| Organized Nature Appreciation | 38.3 | 61.7 |
| Going to a Pub or Disco | 50.7 | 49.3 |
| Dining Out | 42.1 | 57.9 |
| Sunbathing | 40.7 | 59.3 |
| Downhill Skiing | 51.7 | 48.3 |
| Water-skiing | 54.5 | 45.5 |
| Hunting | 92.3 | 7.7 |
| Per Cent of Population in Sex Categories | 49.4 | 50.6 |

TABLE V-3

HOUSEHOLD INCOME CHARACTERISTICS OF ONTARIO POPULATION
PREFERRING TO PARTICIPATE IN VARIOUS FREE TIME
ACTIVITIES WHILE ON WEEKEND TRIPS

| Activities | (Row Per Cent) | |
|--|-----------------------|---------------------------------------|
| | Less than \$10,000 | \$10,000 to \$15,000 and larger |
| Sightseeing | 36.7 | 28.3 |
| Visiting Friends or Relatives | 45.0 | 22.6 |
| Swimming | 36.5 | 36.5 |
| Camping | 30.9 | 28.5 |
| Fishing | 31.3 | 30.5 |
| Cottaging | 28.4 | 37.3 |
| Relaxing | 39.4 | 34.9 |
| Special Shopping | 35.8 | 31.6 |
| Hiking | 29.5 | 36.0 |
| Visiting a Historic Site | 41.0 | 27.0 |
| Canoeing | 24.4 | 42.3 |
| Recreational Walking | 35.4 | 31.3 |
| Visiting a Museum or Art Gallery | 33.0 | 27.5 |
| Window Shopping | 34.0 | 28.2 |
| Motor Boating | 21.4 | 44.9 |
| Attending a Live Theatre or Concert Performance | 26.1 | 44.1 |
| Attending a Spectator Sport | 36.2 | 28.9 |
| Attending an Annual Event | 40.1 | 27.0 |
| Organized Nature Appreciation | 43.5 | 19.4 |
| Going to a Pub or Disco | 26.0 | 36.6 |
| Dining Out | 20.3 | 47.5 |
| Sunbathing | 27.3 | 36.4 |
| Downhill Skiing | 14.0 | 50.0 |
| Water-skiing | 15.0 | 47.0 |
| Hunting | 27.9 | 26.1 |
| Per Cent of Population in Income Categories | 35.0 | 30.5 |

TABLE V-4

EDUCATIONAL CHARACTERISTICS OF ONTARIO POPULATION
PREFERRING TO PARTICIPATE IN VARIOUS FREE TIME
ACTIVITIES WHILE ON WEEKEND TRIPS

| Activities | (Row Per Cent) | | |
|--|----------------------|------------------|---------------------------------|
| | Less than Grade 9 | Grade 9 to 13 | Grade 12 plus Post-Secondary |
| Sightseeing | 24.5 | 48.6 | 26.9 |
| Visiting Friends or Relatives | 34.1 | 43.5 | 22.3 |
| Swimming | 23.9 | 48.3 | 27.8 |
| Camping | 26.0 | 50.0 | 24.0 |
| Fishing | 29.7 | 47.8 | 22.4 |
| Cottaging | 27.2 | 42.2 | 30.6 |
| Relaxing | 21.7 | 46.4 | 31.9 |
| Special Shopping | 20.3 | 53.4 | 26.3 |
| Hiking | 19.4 | 48.7 | 31.8 |
| Visiting a Historic Site | 28.4 | 43.2 | 28.4 |
| Canoeing | 18.4 | 38.1 | 43.5 |
| Recreational Walking | 21.5 | 41.8 | 36.7 |
| Visiting a Museum or Art Gallery | 27.3 | 40.3 | 32.4 |
| Window Shopping | 23.9 | 47.3 | 28.8 |
| Motor Boating | 26.3 | 47.5 | 26.3 |
| Attending a Live Theatre or Concert Performance | 8.3 | 46.3 | 45.4 |
| Attending a Spectator Sport | 23.6 | 54.6 | 21.8 |
| Attending an Annual Event | 31.0 | 45.8 | 23.2 |
| Organized Nature Appreciation | 29.5 | 50.0 | 20.5 |
| Going to a Pub or Disco | 10.3 | 56.6 | 33.1 |
| Dining Out | 10.3 | 35.2 | 54.5 |
| Sunbathing | 19.3 | 51.1 | 29.6 |
| Downhill Skiing | 6.5 | 37.1 | 56.5 |
| Water-skiing | 19.4 | 51.9 | 28.7 |
| Hunting | 39.8 | 44.5 | 15.6 |
| Per Cent of Population in Education Categories | 28.2 | 45.4 | 26.4 |

TABLE V-5

COMMUNITY SIZE CHARACTERISTICS OF ONTARIO POPULATION
PREFERRING TO PARTICIPATE IN VARIOUS FREE TIME
ACTIVITIES WHILE ON WEEKEND TRIPS

(Row Per Cent)

| Activities | 100,000 and Larger | 5,000 to 99,000 | Less than 5,000 |
|--|-----------------------|--------------------|--------------------|
| Sightseeing | 48.0 | 27.4 | 24.6 |
| Visiting Friends or Relatives | 43.4 | 29.6 | 27.0 |
| Swimming | 55.0 | 24.1 | 20.9 |
| Camping | 43.7 | 28.5 | 27.8 |
| Fishing | 44.7 | 29.7 | 25.6 |
| Cottaging | 59.8 | 21.2 | 19.0 |
| Relaxing | 55.5 | 23.2 | 21.3 |
| Special Shopping | 34.2 | 46.4 | 19.4 |
| Hiking | 54.4 | 24.5 | 21.1 |
| Visiting a Historic Site | 55.4 | 23.2 | 21.5 |
| Canoeing | 46.1 | 32.2 | 21.7 |
| Recreational Walking | 68.3 | 17.6 | 14.1 |
| Visiting a Museum or Art Gallery | 39.5 | 32.0 | 28.5 |
| Window Shopping | 36.4 | 36.0 | 27.6 |
| Motor Boating | 43.6 | 29.9 | 26.5 |
| Attending a Live Theatre or Concert Performance | 41.7 | 36.2 | 22.0 |
| Attending a Spectator Sport | 39.1 | 37.4 | 23.5 |
| Attending an Annual Event | 34.5 | 31.5 | 33.9 |
| Organized Nature Appreciation | 44.3 | 28.2 | 27.5 |
| Going to a Pub or Disco | 52.7 | 26.0 | 21.3 |
| Dining Out | 55.1 | 32.0 | 12.9 |
| Sunbathing | 67.9 | 16.4 | 15.7 |
| Downhill Skiing | 49.2 | 29.5 | 21.3 |
| Water-skiing | 58.8 | 23.7 | 17.6 |
| Hunting | 26.9 | 32.3 | 40.8 |
| Per Cent of Population in Community Size Categories | 48.3 | 26.8 | 24.9 |

TABLE V-6

DWELLING TYPE CHARACTERISTICS OF ONTARIO POPULATION PREFERRING
TO PARTICIPATE IN VARIOUS FREE TIME ACTIVITIES WHILE ON
WEEKEND TRIPS

(Row Per Cent)

| Activities | Single Detached | Apartment or Duplex | Other |
|---|--------------------|------------------------|-------|
| Sightseeing | 72.6 | 15.0 | 12.4 |
| Visiting Friends or Relatives | 73.0 | 15.4 | 11.7 |
| Swimming | 76.2 | 12.7 | 11.1 |
| Camping | 76.7 | 12.2 | 11.1 |
| Fishing | 75.3 | 11.7 | 13.0 |
| Cottaging | 74.0 | 11.7 | 14.3 |
| Relaxing | 70.8 | 16.4 | 12.7 |
| Special Shopping | 72.4 | 17.5 | 10.1 |
| Hiking | 75.0 | 13.0 | 12.0 |
| Visiting a Historic Site | 63.8 | 15.2 | 21.0 |
| Canoeing | 77.5 | 13.2 | 9.3 |
| Recreational Walking | 66.7 | 17.2 | 16.1 |
| Visiting a Museum or Art Gallery | 80.4 | 12.2 | 7.4 |
| Window Shopping | 81.5 | 11.3 | 7.2 |
| Motor Boating | 75.4 | 16.9 | 7.6 |
| Attending a Live Theatre or Concert Performance | 78.4 | 15.1 | 6.4 |
| Attending a Spectator Sport | 79.9 | 10.3 | 9.8 |
| Attending an Annual Event | 78.7 | 12.2 | 9.1 |
| Organized Nature Appreciation | 77.7 | 14.2 | 8.1 |
| Going to a Pub or Disco | 68.3 | 16.6 | 15.2 |
| Dining Out | 71.5 | 17.4 | 11.1 |
| Sunbathing | 66.9 | 14.4 | 18.7 |
| Downhill Skiing | 80.0 | 18.3 | * |
| Water-skiing | 78.6 | 14.3 | 7.1 |
| Hunting | 83.4 | 3.9 | 12.6 |
| Per Cent of Population in Dwelling Type Categories | 74.1 | 13.7 | 12.2 |

* 1 per cent to 1.9 per cent

TABLE V-7

HOUSEHOLD COMPOSITION CHARACTERISTICS OF ONTARIO POPULATION
PREFERRING TO PARTICIPATE IN VARIOUS FREE TIME ACTIVITIES
WHILE ON WEEKEND TRIPS

| (Row Per Cent) | | | |
|--|----------------------------|------------|--------|
| Activities | Single Person or Couple | Non-Family | Family |
| Sightseeing | 21.1 | 38.8 | 40.1 |
| Visiting Friends or Relatives | 26.8 | 40.0 | 33.2 |
| Swimming | 13.6 | 40.4 | 46.0 |
| Camping | 11.4 | 41.5 | 47.1 |
| Fishing | 11.8 | 41.4 | 46.9 |
| Cottaging | 20.1 | 42.4 | 37.4 |
| Relaxing | 21.6 | 40.0 | 38.4 |
| Special Shopping | 20.1 | 38.5 | 41.4 |
| Hiking | 13.1 | 40.7 | 46.2 |
| Visiting a Historic Site | 23.7 | 34.6 | 41.7 |
| Canoeing | 17.1 | 42.1 | 40.8 |
| Recreational Walking | 25.3 | 41.8 | 33.0 |
| Visiting a Museum or Art Gallery | 17.8 | 38.6 | 43.6 |
| Window Shopping | 24.4 | 37.3 | 38.2 |
| Motor Boating | 17.8 | 39.8 | 42.4 |
| Attending a Live Theatre or Concert Performance | 25.2 | 39.9 | 34.9 |
| Attending a Spectator Sport | 14.8 | 41.5 | 43.8 |
| Attending an Annual Event | 13.0 | 37.9 | 49.1 |
| Organized Nature Appreciation | 21.6 | 31.1 | 47.3 |
| Going to a Pub or Disco | 20.9 | 43.2 | 35.8 |
| Dining Out | 27.4 | 31.5 | 41.1 |
| Sunbathing | 18.0 | 38.8 | 43.2 |
| Downhill Skiing | 23.3 | 43.3 | 33.3 |
| Water-skiing | 21.2 | 44.5 | 34.2 |
| Hunting | 39.0 | 27.3 | 33.8 |
| Per Cent of Population in Household Composition Categories | 22.1 | 39.3 | 38.6 |

TABLE V-8

RESIDENTIAL MOBILITY¹ CHARACTERISTICS OF ONTARIO POPULATION
PREFERRING TO PARTICIPATE IN VARIOUS FREE TIME ACTIVITIES
WHILE ON WEEKEND TRIPS

| (Row Per Cent) | | | |
|---|------|------|----------------|
| Activities | Zero | One | Two or More |
| Sightseeing | 56.6 | 20.1 | 23.3 |
| Visiting Friends or Relatives | 59.4 | 20.0 | 20.7 |
| Swimming | 58.6 | 18.9 | 22.5 |
| Camping | 54.5 | 20.1 | 25.4 |
| Fishing | 59.6 | 20.1 | 20.3 |
| Cottaging | 62.7 | 18.1 | 19.2 |
| Relaxing | 62.1 | 16.8 | 21.1 |
| Special Shopping | 54.5 | 19.5 | 26.0 |
| Hiking | 57.1 | 21.1 | 21.7 |
| Visiting a Historic Site | 56.8 | 20.5 | 22.6 |
| Canoeing | 56.6 | 15.8 | 27.6 |
| Recreational Walking | 56.5 | 21.9 | 21.5 |
| Visiting a Museum or Art Gallery | 56.7 | 20.4 | 22.9 |
| Window Shopping | 58.6 | 20.0 | 21.4 |
| Motor Boating | 52.1 | 21.8 | 26.1 |
| Attending a Live Theatre or Concert Performance | 56.7 | 21.9 | 21.4 |
| Attending a Spectator Sport | 60.0 | 22.3 | 17.7 |
| Attending an Annual Event | 53.6 | 25.9 | 20.5 |
| Organized Nature Appreciation | 52.4 | 21.4 | 26.2 |
| Going to a Pub or Disco | 52.7 | 19.9 | 27.4 |
| Dining Out | 42.4 | 25.7 | 31.9 |
| Sunbathing | 51.5 | 20.9 | 27.6 |
| Downhill Skiing | 47.5 | 20.3 | 32.2 |
| Water-skiing | 53.5 | 17.8 | 28.7 |
| Hunting | 58.1 | 23.3 | 18.6 |
| Per Cent of Population in Residential Mobility Categories | 58.9 | 20.2 | 20.9 |

¹ Residential mobility is measured by the number of residential moves in the past five years

TABLE V-10

LANGUAGE¹ CHARACTERISTICS OF ONTARIO POPULATION PREFERRING TO PARTICIPATE IN VARIOUS FREE TIME ACTIVITIES WHILE ON WEEKEND TRIPS

| Activities | (Row Per Cent) | | |
|---|----------------|--------|--------------|
| | English Only | French | Other Europe |
| Sightseeing | 68 | 11 | 17 |
| Visiting Friends or Relatives | 63 | 15 | 18 |
| Swimming | 66 | 11 | 21 |
| Camping | 70 | 11 | 16 |
| Fishing | 70 | 10 | 16 |
| Cottaging | 66 | 8 | 22 |
| Relaxing | 70 | 9 | 19 |
| Special Shopping | 68 | 12 | 16 |
| Hiking | 68 | 10 | 19 |
| Visiting a Historic Site | 59 | 10 | 24 |
| Canoeing | 78 | 7 | 14 |
| Recreational Walking | 65 | 9 | 19 |
| Visiting a Museum or Art Gallery | 69 | 14 | 14 |
| Window Shopping | 74 | 8 | 16 |
| Motor Boating | 75 | 7 | 14 |
| Attending a Live Theatre or Concert Performance | 76 | 9 | 10 |
| Attending a Spectator Sport | 70 | 13 | 17 |
| Attending an Annual Event | 68 | 17 | 14 |
| Organized Nature Appreciation | 69 | 13 | 10 |
| Going to a Pub or Disco | 67 | 15 | 15 |
| Dining Out | 68 | 12 | 15 |
| Sunbathing | 56 | 13 | 26 |
| Downhill Skiing | 72 | 11 | 15 |
| Water-skiing | 61 | 17 | 21 |
| Hunting | 68 | 15 | 15 |
| Per Cent of Population in Language Categories | 67 | 11 | 18 |

¹ Defined on first two major languages spoken in the household

* 1 per cent to 1.9 per cent

TABLE V-9

OCCUPATIONAL CHARACTERISTICS OF ONTARIO POPULATION PREFERRING TO PARTICIPATE IN VARIOUS FREE TIME ACTIVITIES WHILE ON WEEKEND TRIPS

(Row Per Cent)

| Activities | (Row Per Cent) | | | | |
|---|----------------------------|--|------------------------------|---------------------------|------------------------------|
| | Administrative and Related | Managerial, Technological, Social and Cultural | Clerical, Sales, and Service | Farming and Other Primary | Fabricating and Construction |
| Sightseeing | 8 | 16 | 39 | 6 | 31 |
| Visiting Friends or Relatives | 6 | 16 | 41 | 8 | 29 |
| Swimming | 7 | 19 | 42 | 4 | 27 |
| Camping | 4 | 17 | 35 | 6 | 38 |
| Fishing | 8 | 12 | 31 | 6 | 43 |
| Cottaging | 11 | 19 | 39 | 4 | 28 |
| Relaxing | 9 | 20 | 38 | 3 | 29 |
| Special Shopping | 8 | 25 | 46 | * | 19 |
| Hiking | 6 | 23 | 49 | 2 | 21 |
| Visiting a Historic Site | 5 | 19 | 41 | 3 | 32 |
| Canoeing | 6 | 36 | 30 | 6 | 23 |
| Recreational Walking | 14 | 18 | 48 | 2 | 17 |
| Visiting a Museum or Art Gallery | 6 | 23 | 33 | 4 | 35 |
| Window Shopping | 5 | 23 | 44 | 4 | 24 |
| Motor Boating | 11 | 14 | 27 | 10 | 38 |
| Attending a Live Theatre or Concert Performance | 11 | 24 | 43 | 5 | 18 |
| Attending a Spectator Sport | 7 | 23 | 36 | 4 | 31 |
| Attending an Annual Event | 7 | 22 | 38 | 6 | 26 |
| Organized Nature Appreciation | 4 | 19 | 42 | 4 | 31 |
| Going to a Pub or Disco | 12 | 15 | 42 | 5 | 26 |
| Dining Out | 11 | 34 | 47 | 2 | 6 |
| Sunbathing | 10 | 12 | 52 | 5 | 21 |
| Downhill Skiing | 8 | 44 | 42 | - | 6 |
| Water-skiing | 7 | 22 | 35 | 5 | 31 |
| Hunting | 2 | 6 | 25 | 12 | 55 |
| Per Cent of Population in Occupational Categories | 8 | 18 | 38 | 6 | 30 |

TABLE V-11

AGE DISTRIBUTION OF ONTARIO POPULATION PREFERRING TO PARTICIPATE IN VARIOUS FREE TIME ACTIVITIES WHILE ON VACATION TRIPS

| Activities | (Row Per Cent) | | | |
|--|----------------|----------------|--------------|--|
| | 12 to 19 Years | 20 to 49 Years | 50 and Older | |
| Sightseeing | 19.1 | 54.9 | 26.1 | |
| Visiting Friends or Relatives | 18.0 | 51.4 | 30.6 | |
| Swimming | 31.6 | 56.0 | 12.4 | |
| Camping | 24.4 | 63.4 | 12.2 | |
| Touring | 19.4 | 54.6 | 26.0 | |
| Fishing | 18.6 | 59.2 | 22.2 | |
| Sunbathing | 25.4 | 55.1 | 19.5 | |
| Special Shopping | 24.8 | 53.0 | 22.2 | |
| Relaxing | 7.5 | 61.2 | 31.3 | |
| Attending an Annual Event | 31.5 | 48.5 | 19.9 | |
| Cottaging | 22.9 | 54.2 | 22.9 | |
| Window Shopping | 24.0 | 50.4 | 25.5 | |
| Organized Nature Appreciation | 21.9 | 47.3 | 30.8 | |
| Visiting a Museum or Art Gallery | 20.6 | 56.3 | 23.1 | |
| Cultural Mixing | 21.9 | 63.1 | 15.0 | |
| Recreational Driving | 14.7 | 52.7 | 32.7 | |
| Hiking | 32.0 | 57.3 | 10.7 | |
| Recreational Walking | 15.7 | 52.0 | 32.2 | |
| Golfing | 14.0 | 59.7 | 26.4 | |
| Attending a Spectator Sport | 25.0 | 62.1 | 12.9 | |
| Going to a Pub or Disco | 7.4 | 72.7 | 19.8 | |
| Per Cent of Population in Age Categories | 20.0 | 52.7 | 27.3 | |

TABLE V-12

SEX DISTRIBUTION OF ONTARIO POPULATION PREFERRING TO PARTICIPATE IN VARIOUS FREE TIME ACTIVITIES WHILE ON VACATION TRIPS

| Activities | (Row Per Cent) | |
|--|----------------|--------|
| | Male | Female |
| Sightseeing | 47.7 | 52.3 |
| Visiting Friends or Relatives | 47.0 | 53.0 |
| Swimming | 47.1 | 53.0 |
| Camping | 56.8 | 43.2 |
| Touring | 48.6 | 51.4 |
| Fishing | 78.1 | 21.9 |
| Sunbathing | 36.3 | 63.7 |
| Special Shopping | 21.0 | 79.0 |
| Relaxing | 54.0 | 45.9 |
| Attending an Annual Event | 46.7 | 53.3 |
| Cottaging | 49.5 | 50.5 |
| Window Shopping | 18.3 | 81.7 |
| Organized Nature Appreciation | 37.8 | 62.2 |
| Visiting a Museum or Art Gallery | 44.7 | 55.3 |
| Cultural Mixing | 49.1 | 50.9 |
| Recreational Driving | 46.0 | 54.0 |
| Hiking | 55.3 | 44.7 |
| Recreational Walking | 36.7 | 63.3 |
| Golfing | 78.3 | 21.7 |
| Attending a Spectator Sport | 70.7 | 29.3 |
| Going to a Pub or Disco | 57.5 | 42.5 |
| Per Cent of Population in Sex Categories | 49.4 | 50.6 |

TABLE V-13

HOUSEHOLD INCOME CHARACTERISTICS OF ONTARIO POPULATION
PREFERRING TO PARTICIPATE IN VARIOUS FREE TIME ACTIVITIES
WHILE ON VACATION TRIPS

| Activities | (Row Per Cent) | | |
|--|-----------------------|-------------------------|------------------------|
| | Less than \$10,000 | \$10,000 to \$14,999 | \$15,000 and Larger |
| Sightseeing | 33.4 | 36.5 | 30.1 |
| Visiting Friends or Relatives | 39.6 | 35.5 | 24.9 |
| Swimming | 28.7 | 39.7 | 31.6 |
| Camping | 34.3 | 38.3 | 27.4 |
| Touring | 32.2 | 34.9 | 32.9 |
| Fishing | 33.9 | 37.8 | 28.3 |
| Sunbathing | 26.5 | 36.9 | 36.5 |
| Special Shopping | 41.4 | 31.7 | 26.9 |
| Relaxing | 30.7 | 31.2 | 38.1 |
| Attending an Annual Event | 47.3 | 33.7 | 19.0 |
| Cottaging | 36.9 | 36.9 | 26.3 |
| Window Shopping | 34.7 | 33.5 | 31.8 |
| Organized Nature Appreciation | 34.5 | 32.1 | 33.3 |
| Visiting a Museum or Art Gallery | 35.6 | 30.5 | 33.9 |
| Cultural Mixing | 32.7 | 31.8 | 35.5 |
| Recreational Driving | 30.2 | 28.6 | 41.3 |
| Hiking | 25.0 | 33.3 | 41.7 |
| Recreational Walking | 32.0 | 28.1 | 39.8 |
| Golfing | 17.1 | 34.2 | 48.6 |
| Attending a Spectator Sport | 39.2 | 30.4 | 30.4 |
| Going to a Pub or Disco | 27.2 | 35.9 | 36.9 |
| Per Cent of Population in Household Income Categories | 35.0 | 34.5 | 30.5 |

TABLE V-14

EDUCATIONAL CHARACTERISTICS OF ONTARIO POPULATION PREFERRING
TO PARTICIPATE IN VARIOUS FREE TIME ACTIVITIES WHILE ON
VACATION TRIPS

| Activities | (Row Per Cent) | | |
|---|----------------------|------------------|---------------------------------|
| | Less than Grade 9 | Grade 9 to 13 | Grade 12 plus Post-Secondary |
| Sightseeing | 24.2 | 47.0 | 28.7 |
| Visiting Friends or Relatives | 36.2 | 42.0 | 21.8 |
| Swimming | 23.1 | 50.4 | 26.5 |
| Camping | 22.7 | 48.8 | 28.5 |
| Touring | 25.2 | 46.9 | 27.9 |
| Fishing | 31.7 | 47.1 | 21.2 |
| Sunbathing | 22.0 | 50.7 | 27.2 |
| Special Shopping | 28.5 | 45.9 | 25.6 |
| Relaxing | 24.3 | 52.5 | 23.2 |
| Attending an Annual Event | 37.0 | 47.2 | 15.7 |
| Cottaging | 31.6 | 46.7 | 21.7 |
| Window Shopping | 23.8 | 51.0 | 25.2 |
| Organized Nature Appreciation | 28.4 | 51.7 | 19.9 |
| Visiting a Museum or Art Gallery | 19.2 | 39.4 | 41.5 |
| Cultural Mixing | 14.5 | 47.2 | 38.4 |
| Recreational Driving | 22.0 | 52.7 | 25.3 |
| Hiking | 13.6 | 42.2 | 44.2 |
| Recreational Walking | 14.9 | 45.9 | 39.2 |
| Golfing | 10.3 | 48.4 | 41.3 |
| Attending a Spectator Sport | 29.8 | 50.4 | 19.8 |
| Going to a Pub or Disco | 18.8 | 55.6 | 25.6 |
| Per Cent of Population in Educational Categories | 28.2 | 45.4 | 26.4 |

TABLE V-15

| COMMUNITY SIZE CHARACTERISTICS OF ONTARIO POPULATION PREFERRING TO PARTICIPATE IN VARIOUS FREE TIME ACTIVITIES WHILE ON VACATION TRIPS | | | |
|--|-----------------------|--------------------|--------------------|
| Activities | (Row Per Cent) | | |
| | 100,000 and Larger | 5,000 to 99,999 | Less than 5,000 |
| Sightseeing | 47.6 | 27.2 | 25.2 |
| Visiting Friends or Relatives | 51.7 | 25.3 | 23.1 |
| Swimming | 51.0 | 26.6 | 22.5 |
| Camping | 38.1 | 29.4 | 32.5 |
| Touring | 43.2 | 28.0 | 28.8 |
| Fishing | 35.6 | 34.6 | 29.7 |
| Sunbathing | 53.7 | 24.0 | 22.3 |
| Special Shopping | 47.8 | 32.2 | 20.0 |
| Relaxing | 52.4 | 21.7 | 25.8 |
| Attending an Annual Event | 35.8 | 27.9 | 36.3 |
| Cottaging | 49.1 | 28.5 | 22.4 |
| Window Shopping | 48.6 | 27.9 | 23.6 |
| Organized Nature Appreciation | 40.3 | 29.9 | 29.9 |
| Visiting a Museum or Art Gallery | 44.9 | 35.4 | 19.7 |
| Cultural Mixing | 54.7 | 22.4 | 23.0 |
| Recreational Driving | 58.7 | 13.3 | 28.0 |
| Hiking | 57.0 | 20.8 | 22.1 |
| Recreational Walking | 70.7 | 16.7 | 12.7 |
| Golfing | 46.1 | 33.6 | 20.3 |
| Attending A Spectator Sport | 44.7 | 33.3 | 22.0 |
| Going to a Pub or Disco | 47.9 | 28.6 | 23.5 |
| Per Cent of Population in Community Size Categories | 48.3 | 26.8 | 24.9 |

TABLE V-16

| DWELLING TYPE CHARACTERISTICS OF ONTARIO POPULATION PREFERRING TO PARTICIPATE IN VARIOUS FREE TIME ACTIVITIES WHILE ON VACATION TRIPS | | | |
|---|--------------------|------------------------|-------|
| Activities | (Row Per Cent) | | |
| | Single Detached | Apartment or Duplex | Other |
| Sightseeing | 75.5 | 13.2 | 11.3 |
| Visiting Friends or Relatives | 70.5 | 15.6 | 13.9 |
| Swimming | 74.2 | 14.3 | 11.5 |
| Camping | 78.2 | 10.8 | 11.0 |
| Touring | 76.9 | 10.8 | 12.3 |
| Fishing | 78.5 | 10.4 | 11.1 |
| Sunbathing | 67.6 | 19.0 | 13.4 |
| Special Shopping | 71.0 | 19.3 | 9.7 |
| Relaxing | 68.0 | 16.5 | 15.4 |
| Attending an Annual Event | 79.1 | 12.4 | 8.5 |
| Cottaging | 70.1 | 12.3 | 17.5 |
| Window Shopping | 75.7 | 14.6 | 9.7 |
| Organized Nature Appreciation | 81.1 | 9.0 | 10.0 |
| Visiting a Museum or Art Gallery | 75.1 | 14.2 | 10.7 |
| Cultural Mixing | 69.6 | 14.9 | 15.5 |
| Recreational Driving | 77.9 | 11.4 | 10.7 |
| Hiking | 70.1 | 15.0 | 15.0 |
| Recreational Walking | 68.2 | 12.2 | 19.6 |
| Golfing | 75.8 | 15.6 | 8.6 |
| Attending a Spectator Sport | 70.0 | 18.3 | 11.7 |
| Going to a Pub or Disco | 72.6 | 15.4 | 12.0 |
| Per Cent of Population in Dwelling Type Categories | 74.1 | 13.7 | 12.2 |

TABLE V-17

HOUSEHOLD COMPOSITION CHARACTERISTICS OF ONTARIO POPULATION
PREFERRING TO PARTICIPATE IN VARIOUS FREE TIME ACTIVITIES
WHILE ON VACATION TRIPS

| Activities | (Row Per Cent) | |
|---|----------------------------|------------|
| | Single Person or Couple | Non-Family |
| Sightseeing | 22.4 | 39.1 |
| Visiting Friends or Relatives | 22.4 | 40.0 |
| Swimming | 13.6 | 36.3 |
| Camping | 14.7 | 37.8 |
| Touring | 20.4 | 41.7 |
| Fishing | 17.0 | 36.4 |
| Sunbathing | 19.0 | 40.8 |
| Special Shopping | 22.4 | 37.5 |
| Relaxing | 25.1 | 38.6 |
| Attending an Annual Event | 15.4 | 38.8 |
| Cottaging | 13.1 | 37.4 |
| Window Shopping | 19.8 | 37.2 |
| Organized Nature Appreciation | 23.3 | 35.1 |
| Visiting a Museum or Art Gallery | 26.0 | 34.5 |
| Cultural Mixing | 17.5 | 50.0 |
| Recreational Driving | 25.3 | 46.0 |
| Hiking | 13.9 | 49.7 |
| Recreational Walking | 25.3 | 44.7 |
| Golfing | 22.7 | 36.7 |
| Attending a Spectator Sport | 12.9 | 43.5 |
| Going to a Pub or Disco | 19.2 | 38.3 |
| Per Cent of Population in Household Composition Categories | 22.1 | 39.3 |
| | | 38.6 |

TABLE V-18

RESIDENTIAL MOBILITY¹ CHARACTERISTICS OF ONTARIO POPULATION
PREFERRING TO PARTICIPATE IN VARIOUS FREE TIME ACTIVITIES
WHILE ON VACATION TRIPS

| Activities | (Row Per Cent) | | |
|--|----------------|------|----------------|
| | Zero | One | Two or More |
| Sightseeing | 59.0 | 20.2 | 20.8 |
| Visiting Friends or Relatives | 58.6 | 20.3 | 21.2 |
| Swimming | 54.4 | 22.6 | 23.0 |
| Camping | 51.7 | 22.6 | 25.7 |
| Touring | 60.1 | 18.7 | 21.2 |
| Fishing | 55.8 | 23.3 | 20.9 |
| Sunbathing | 58.7 | 19.8 | 21.5 |
| Special Shopping | 49.8 | 24.3 | 25.9 |
| Relaxing | 56.6 | 24.5 | 18.9 |
| Attending an Annual Event | 63.6 | 22.0 | 14.4 |
| Cottaging | 56.9 | 23.4 | 19.6 |
| Window Shopping | 58.1 | 20.7 | 21.2 |
| Organized Nature Appreciation | 61.6 | 22.7 | 15.7 |
| Visiting a Museum or Art Gallery | 57.4 | 18.8 | 23.9 |
| Cultural Mixing | 56.5 | 17.5 | 26.0 |
| Recreational Driving | 59.3 | 20.0 | 20.7 |
| Hiking | 46.8 | 23.8 | 29.9 |
| Recreational Walking | 49.7 | 24.2 | 26.2 |
| Golfing | 57.1 | 21.4 | 21.4 |
| Attending a Spectator Sport | 54.5 | 19.0 | 26.4 |
| Going to a Pub or Disco | 54.8 | 19.1 | 26.1 |
| Per Cent of Population in Residential Mobility Categories | 58.9 | 20.2 | 20.9 |

¹ Residential mobility is measured by the number of residential moves in the past five years

TABLE V-20

LANGUAGE¹ CHARACTERISTICS OF ONTARIO POPULATION PREFERRING TO PARTICIPATE IN VARIOUS FREE TIME ACTIVITIES WHILE ON VACATION TRIPS

| Activities | (Row Per Cent)+ | | |
|---|-----------------|--------|--------------|
| | English Only | French | Other Europe |
| Sightseeing | 70 | 10 | 17 |
| Visiting Friends or Relatives | 57 | 10 | 29 |
| Swimming | 68 | 12 | 17 |
| Camping | 73 | 14 | 11 |
| Touring | 69 | 10 | 19 |
| Fishing | 74 | 11 | 13 |
| Sunbathing | 64 | 15 | 19 |
| Special Shopping | 65 | 12 | 19 |
| Relaxing | 65 | 18 | 15 |
| Attending an Annual Event | 68 | 17 | 13 |
| Cottaging | 66 | 14 | 16 |
| Window Shopping | 72 | 10 | 15 |
| Organized Nature Appreciation | 69 | 12 | 14 |
| Visiting a Museum or Art Gallery | 63 | 16 | 18 |
| Cultural Mixing | 60 | 18 | 15 |
| Recreational Driving | 67 | 15 | 17 |
| Hiking | 75 | 11 | 12 |
| Recreational Walking | 68 | 9 | 20 |
| Golfing | 80 | 11 | 8 |
| Attending A Spectator Sport | 62 | 15 | 21 |
| Going to a Pub or Disco | 70 | 17 | 13 |
| Per Cent of Population in Language Categories | 67 | 11 | 18 |

1 Defined on first two major languages spoken in the household

* 1 per cent to 1.9 per cent

- Less than 1 per cent

+ Insufficient sample size does not allow the inclusion of a significant decimal

TABLE V-19

OCCUPATIONAL CHARACTERISTICS OF ONTARIO POPULATION PREFERRING TO PARTICIPATE IN VARIOUS FREE TIME ACTIVITIES WHILE ON VACATION TRIPS

| Activities | (Row Per Cent) | | | | |
|---|----------------------------|------------------------------------|-----------------------------|---------------------------|---|
| | Administrative and Related | Technological, Social and Cultural | Clerical, Sales and Service | Farming and Other Primary | Processing, Machinery, Fabricating and Construction |
| Sightseeing | 8 | 19 | 38 | 6 | 29 |
| Visiting Friends or Relatives | 5 | 16 | 37 | 6 | 35 |
| Swimming | 9 | 17 | 44 | 3 | 27 |
| Camping | 5 | 19 | 34 | 8 | 34 |
| Touring | 9 | 18 | 39 | 10 | 25 |
| Fishing | 7 | 11 | 33 | 7 | 42 |
| Sunbathing | 9 | 17 | 54 | 4 | 16 |
| Special Shopping | 6 | 23 | 53 | 3 | 15 |
| Relaxing | 8 | 14 | 39 | 8 | 32 |
| Attending an Annual Event | 5 | 17 | 37 | 15 | 26 |
| Cottaging | 5 | 19 | 40 | 3 | 32 |
| Window Shopping | 5 | 16 | 56 | * | 21 |
| Organized Nature Appreciation | 6 | 16 | 37 | 6 | 37 |
| Visiting a Museum or Art Gallery | 12 | 29 | 37 | 2 | 21 |
| Cultural Mixing | 11 | 28 | 32 | - | 29 |
| Recreational Driving | 5 | 14 | 43 | 7 | 31 |
| Hiking | 6 | 27 | 44 | * | 21 |
| Recreational Walking | 11 | 23 | 44 | 2 | 19 |
| Golfing | 19 | 21 | 34 | * | 26 |
| Attending a Spectator Sport | 4 | 18 | 27 | 4 | 46 |
| Going to a Pub or Disco | 9 | 9 | 49 | 5 | 28 |
| Per Cent of Population in Occupational Categories | 8 | 18 | 38 | 6 | 30 |

* 1 per cent to 1.9 per cent

- Less than 1 per cent

CHAPTER VI

TYPES OF ACCOMMODATION MOST PREFERRED BY RESPONDENTS HAVING SELECTED DEMOGRAPHIC CHARACTERISTICS

1. INTRODUCTION

In the trip preference section of the Ontario Recreation Survey Questionnaire respondents were asked to specify the type of accommodation they would most like to use while on a preferred vacation or weekend trip. Due to sample size limitations the original 17 accommodation types used in the questionnaire have been combined to form seven accommodation categories. A full description of each accommodation type is available in Appendix E.

The per cent of residents in each of the demographic categories preferring a particular accommodation type while on a weekend trip is summarized in Tables B-21 to B-30 while the actual distribution of preference among the residents is outlined in Tables VI-1 to VI-10. Similar summaries are available for preferred vacation trips in Tables C-21 to C-30 and Tables VI-11 to VI-20.

2. PREFERRED ACCOMMODATION ON WEEKEND TRIPS

Respondents in almost every demographic category consider a hotel or motel to be the most highly preferred accommodation type for a weekend trip. The only exceptions occur for residents 12 to 19 years of age who prefer a tent and for those respondents who are 50 years of age and over; those having a less than grade 9 education; and those whose household head is employed in farming or other primary occupations.

These people prefer to use the home of a friend or relative. It is only for residents in the former category that preference for a hotel or motel is less than 30 per cent.

In the vast majority of demographic categories (80%) the home of a friend or relative is the second choice for accommodation on a preferred weekend trip. A hotel or motel is invariably the second choice of accommodation for those respondents who have not previously selected it as their first choice. Members of the managerial, administrative and related occupations category and those having a household income of \$15,000 and larger prefer a private recreation home as their second choice for accommodation.

Private recreation homes are the third-ranked accommodation choice in 66 per cent of the demographic categories, while tents account for the majority of remaining preferences.

2.1 Distribution of Above-average Preference

Instances of residents belonging to a demographic category who prefer a particular accommodation type at a rate above the corresponding rate for the provincial population, occur relatively infrequently. The following instances demonstrate preference levels that are furthest above-average for those members of specific demographic categories preferring a particular accommodation.

2.1.1 Age of Respondent

- . Respondents 12 to 19 years of age display distinctly above-average preference rates

for tenting while on weekend trips (Level III); those 20 to 49 years old account for the majority of those preferring a resort (Level II) or using a camping vehicle (Level II); and those 50 years of age and older prefer the home of a friend or relative. (Table VI-1)

2.1.2 Sex of Respondent

- . Males account for the greatest percentage of residents who prefer those types of accommodation which are oriented primarily to outdoor recreation activities. These accommodation types include a cottage, a resort, mixed or other accommodation as well as those types such as camping vehicles (Level I) and tents (Level III) for which they display above-average preference.

Female residents comprise the majority of those preferring the remaining types of accommodation although the highest preference is shown for the home of a friend or relative (Level I). (Table VI-2)

2.1.3 Annual Household Income

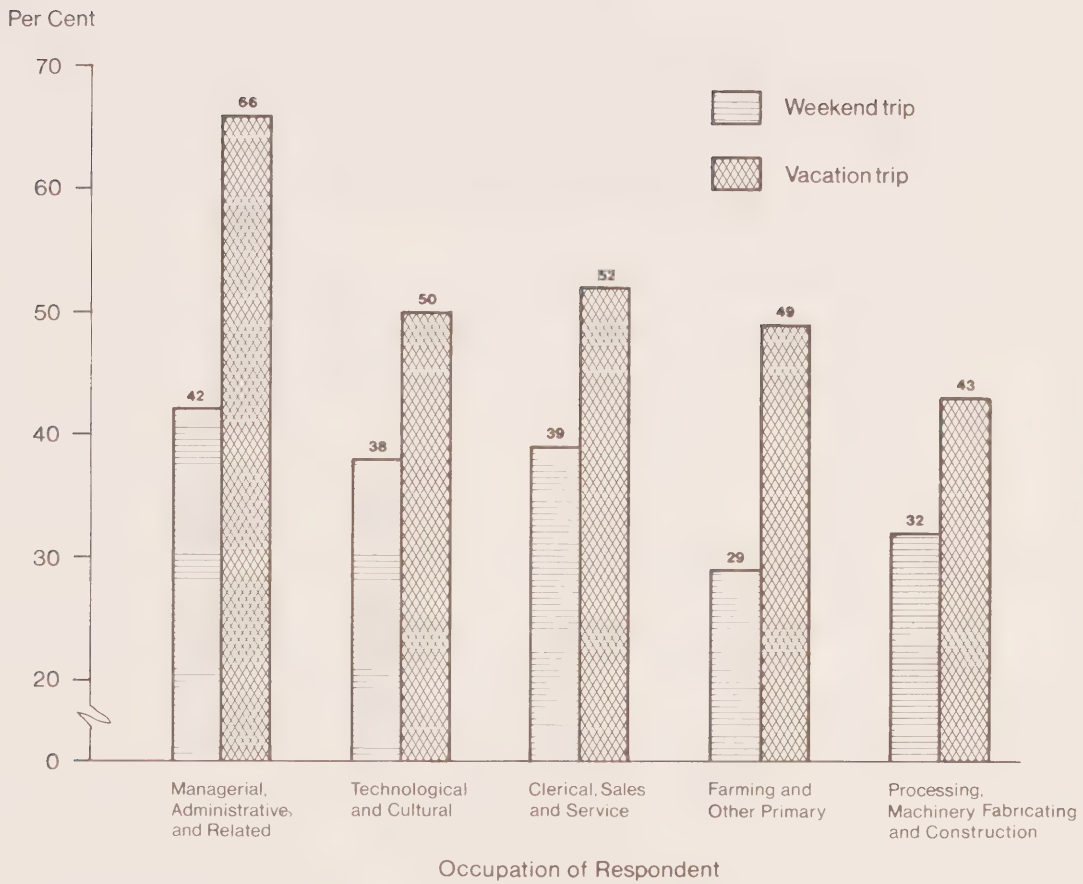
- . As household income increases from less than \$10,000 per year to \$15,000 or more, preferred accommodation on weekend trips changes from the home of a friend or relative, to a camping vehicle for the middle income group, to a private recreation home or resort for the upper income group. (Table VI-3)

2.1.4 Education of Respondent

- . Respondents having less than grade 9 education have above-average preference for staying at the home of a friend or relative (Level I) on a weekend trip while those with more than a grade 9 education prefer a resort over all other types of accommodation. (Table VI-4)

FIGURE VI-1

Per Cent of Ontario Population in Various Occupational Categories Preferring a Hotel or Motel for Weekend or Vacation Trips



Source: Tables B-29, C-29

2.1.5 Community Size

- . Inhabitants of communities with populations of 100,000 and larger are responsible for the majority of preference for all types of accommodation; however they exhibit their highest preference rates for using a private recreation home.

Residents of communities with fewer than 5,000 inhabitants display their highest preference for using a camping vehicle (Level I). (Table VI-5)

2.1.6 Household Composition

- . Members of family households account for the largest proportion of those, according to this demographic variable, who would most like to use a hotel or motel, a camping vehicle or a resort on a preferred weekend trip but a camping vehicle is the most preferred (Level II).

Non-family household members form the largest share of those preferring the remaining types, however, they only have an above-average interest in using a tent (Level I). (Table VI-7)

2.1.7 Occupation of Head of Household

- . Although residents from households where the head is employed in processing, machinery, fabricating and construction occupations, show a slightly above-average preference for using a tent or camping vehicle, (Level I) and those in the technological, social and cultural occupation category have similar preferences for using a resort or a mixed form of accommodation, the majority of preference for each accommodation type as exhibited by members of each demographic category is largely a reflection of the proportion of the Ontario population categorized by this demographic variable.

(Table VII-9)

3. PREFERRED ACCOMMODATION ON VACATION TRIPS

A hotel or motel is the most highly preferred type of accommodation for respondents in any of the demographic categories who are considering the vacation trip they would most like to take in the next five years. This type of accommodation accounts for at least 43 per cent of the responses associated with each of the demographic categories.

The home of a friend or relative ranks second as a preferred type of vacation accommodation for all categories associated with the 11 demographic variables. For the majority of categories this type of accommodation accounts for at least 20 per cent of all responses.

In 86 per cent of the demographic categories respondents select a recreational camping vehicle as their third most preferred type of accommodation. Those who prefer to use a tent accounted for the majority of the remaining preference for the third-ranked accommodation choice.

3.1 Distribution of Above-average Preference

In comparison to the accommodation preference exhibited by respondents for weekend trips, trends toward above-average preference rates, as demonstrated by respondents in the various demographic categories, tend to be slightly more distinct for vacation trips.

3.1.1 Age of Respondent

- . Residents 12 to 19 years of age once again display their highest preference rates for the use of a tent on a preferred trip (Level II).

Although the use of a camping vehicle remains the most popular form of accommodation (Level II) for members of the 20 to 49 year age group, the use of a tent or resort is also slightly above-average in popularity (Level I). (Table VII-11)

3.1.2 Sex of Respondent

- . Similarly to preferred weekend trips, only male residents display above-average preference for any of the accommodation types, with the use of a tent (Level II), a resort (Level II) or a camping vehicle (Level I) being the most popular. (Table VI-12)

3.1.3 Annual Household Income

- . The most visible shift in preference exhibited between weekend and vacation preferences by income groups occurs for visiting a private recreation home. Respondents with a household income of \$15,000 or more account for the majority of preference for cottage accommodation while on a weekend trip; however, for a vacation trip the greatest percentage of preference is accorded to those with household incomes of less than \$10,000. (Table VI-13)

3.1.4 Education of Respondent

- . Respondents with a less than grade 9 education prefer the home of a friend or relative (Level II) for accommodation while on a vacation trip; those having a grade 9 to 13

education prefer a camping vehicle (Level I) or a resort (Level I); those in the highest education category have their highest preference rates associated with using a tent (Level II) or mixed accommodation (Level II) for vacation trip lodging. Patronizing a resort is above-average in popularity as well for members of this group.

(Table VI-14)

3.1.5 Community Size

- . Residents of communities with populations of 100,000 and larger, constitute the greatest percentage of those preferring any of the accommodation types, with the exception of a camping vehicle, which is preferred most highly by respondents from communities with fewer than 5,000 inhabitants.

Only those residents from communities with populations of 5,000 to 99,999 show greater-than-average interest in staying at a resort while on a vacation trip (Level I).

(Table VI-15)

3.1.6 Household Composition

- . Members of family households constitute the greatest percentage of preference of those wishing to use a hotel or motel, a camping vehicle (Level II), a private recreation home (Level II) or a resort (Level I).

Members of non-family households have a preference rate of Level I for selecting a tent or mixed type of accommodation for a preferred trip.

(Table VI-17)

3.1.7 Residential Mobility

- . Accommodation preferences according to residential mobility characteristics, are only above Level I for those respondents having made two or more residential moves during the past five years, who prefer to tent.

(Table VI-18)

3.1.8 Occupation of Head of Household

- . Although above-average preference rates never exceed Level I for any accommodation, members of each occupational group do display a certain degree of selectivity. Those in the technological, social and cultural occupation category prefer a tent or a mixed form of accommodation; members of the clerical, sales and service category prefer a resort; and, members of the processing, machinery, fabricating and construction category prefer a recreational camping vehicle or the home of a friend or relative while taking a preferred vacation trip. (Table VI-19)

3.1.9 Language Spoken in the Home

- . In terms of this demographic variable, above-average preference rates are highest for those from an English speaking household who prefer a resort (Level II) and for respondents from a household where a European language other than English or French is primarily spoken, who would most like to stay at the home of a friend or relative (Level III). (Table VI-20)

TABLE VI-1
AGE DISTRIBUTION OF ONTARIO POPULATION PREFERRING
VARIOUS ACCOMMODATION TYPES FOR WEEKEND TRIPS

| (Row Per Cent) | | | |
|---|-------------------|-------------------|-----------------|
| Accommodation | 12 to 19 Years | 20 to 49 Years | 50 and Older |
| Hotel or Motel | 13.8 | 61.6 | 24.5 |
| Tent | 43.5 | 50.3 | 6.2 |
| Recreational (Camping) Vehicle | 22.4 | 63.9 | 13.7 |
| Private Recreation Home | 21.8 | 53.5 | 24.7 |
| Resort | 17.5 | 63.5 | 19.0 |
| Private Home of Friend or Relative | 20.6 | 41.8 | 37.6 |
| Mixed or Other | 26.3 | 53.3 | 20.4 |
| Per Cent of Population in Age Categories | 20.0 | 52.7 | 27.3 |

TABLE VI-2
SEX DISTRIBUTION OF ONTARIO POPULATION PREFERRING
VARIOUS ACCOMMODATION TYPES FOR WEEKEND TRIPS

| (Row Per Cent) | | | |
|---|------|--------|--|
| Accommodation | Male | Female | |
| Hotel or Motel | 46.0 | 54.0 | |
| Tent | 65.2 | 34.8 | |
| Recreational (Camping) Vehicle | 57.0 | 43.0 | |
| Private Recreation Home | 52.8 | 47.2 | |
| Resort | 50.5 | 49.5 | |
| Private Home of Friend or Relative | 40.4 | 59.6 | |
| Mixed or Other | 53.0 | 47.0 | |
| Per Cent of Population in Sex Categories | 49.4 | 50.6 | |

TABLE VI-3

HOUSEHOLD INCOME CHARACTERISTICS OF ONTARIO POPULATION
PREFERRING VARIOUS ACCOMMODATION TYPES FOR WEEKEND TRIPS

(Row Per Cent)

| <u>Accommodation</u> | <u>Less than \$10,000</u> | <u>\$10,000 to \$14,999</u> | <u>\$15,000 and Larger</u> |
|--|-------------------------------|---------------------------------|--------------------------------|
| Hotel or Motel | 30.7 | 35.1 | 34.3 |
| Tent | 31.5 | 36.0 | 32.4 |
| Recreational (Camping) Vehicle | 29.4 | 46.9 | 23.7 |
| Private Recreation Home | 28.2 | 34.4 | 37.4 |
| Resort | 22.2 | 38.8 | 39.0 |
| Private Home of Friend or Relative | 46.7 | 33.0 | 20.3 |
| Mixed or Other | 38.2 | 31.2 | 30.6 |
| Per Cent of Population in Income Categories | 35.0 | 34.5 | 30.5 |

TABLE VI-4

EDUCATIONAL CHARACTERISTICS OF ONTARIO POPULATION
PREFERRING VARIOUS ACCOMMODATION TYPES FOR WEEKEND TRIPS

(Row Per Cent)

| <u>Accommodation</u> | <u>Less than Grade 9</u> | <u>Grade 9 to 13</u> | <u>Grade 12 plus Post-Secondary</u> |
|---|------------------------------|--------------------------|---|
| Hotel or Motel | 21.9 | 47.2 | 31.0 |
| Tent | 23.3 | 50.0 | 26.7 |
| Recreational (Camping) Vehicle | 29.5 | 51.0 | 19.5 |
| Private Recreation Home | 27.1 | 42.5 | 30.4 |
| Resort | 9.8 | 55.4 | 34.7 |
| Private Home of Friend or Relative | 35.5 | 43.6 | 20.9 |
| Mixed or Other | 28.6 | 40.8 | 30.6 |
| Per Cent of Population in Education Categories | 28.2 | 45.4 | 26.4 |

TABLE VI-5

COMMUNITY SIZE CHARACTERISTICS OF ONTARIO POPULATION
PREFERRING VARIOUS ACCOMMODATION TYPES FOR WEEKEND TRIPS

| Accommodation | (Row Per Cent) | | |
|--|-----------------------|--------------------|--------------------|
| | 100,000 and larger | 5,000 to 99,999 | Less than 5,000 |
| Hotel or Motel | 50.4 | 27.1 | 22.5 |
| Tent | 48.6 | 26.7 | 24.7 |
| Recreational (Camping) | 37.1 | 30.4 | 32.4 |
| Vehicle | | | |
| Private Recreation Home | 60.1 | 20.9 | 19.0 |
| Resort | 51.1 | 29.4 | 19.5 |
| Private Home of Friend or Relative | 41.9 | 29.9 | 28.3 |
| Mixed or Other | 49.0 | 25.3 | 25.8 |
| Per Cent of Population in Community Size Categories | 48.3 | 26.8 | 24.9 |

TABLE VI-6

DWELLING TYPE CHARACTERISTICS OF ONTARIO POPULATION
PREFERRING VARIOUS ACCOMMODATION TYPES FOR WEEKEND TRIPS

| Accommodation | (Row Per Cent) | | |
|---|--------------------|------------------------|-------|
| | Single Detached | Apartment or Duplex | Other |
| Hotel or Motel | 73.0 | 15.0 | 12.0 |
| Tent | 75.3 | 13.3 | 11.5 |
| Recreational (Camping) | 79.4 | 10.0 | 10.7 |
| Vehicle | | | |
| Private Recreation Home | 74.0 | 11.7 | 14.3 |
| Resort | 74.2 | 13.6 | 12.3 |
| Private Home of Friend or Relative | 72.9 | 15.9 | 11.2 |
| Mixed or Other | 75.9 | 12.7 | 11.4 |
| Per Cent of Population in Dwelling Type Categories | 74.1 | 13.7 | 12.2 |

TABLE VI-7

| HOUSEHOLD COMPOSITION CHARACTERISTICS OF ONTARIO POPULATION PREFERRING VARIOUS ACCOMMODATION TYPES FOR WEEKEND TRIPS | | | |
|--|----------------------------|----------------|--------|
| (Row Per Cent) | | | |
| Accommodation | Single Person or Couple | Non- Family | Family |
| Hotel or Motel | 22.6 | 35.9 | 41.6 |
| Tent | 10.8 | 47.1 | 42.1 |
| Recreational (Camping) | 12.5 | 34.7 | 52.8 |
| Vehicle | | | |
| Private Recreation Home | 20.1 | 42.4 | 37.5 |
| Resort | 16.9 | 40.1 | 42.9 |
| Private Home of Friend or Relative | 26.7 | 40.0 | 33.3 |
| Mixed or Other | 20.1 | 41.0 | 38.9 |
| Per Cent of Population in Household Composition Categories | 22.1 | 39.3 | 38.6 |

TABLE VI-8

| RESIDENTIAL MOBILITY ¹ CHARACTERISTICS OF ONTARIO POPULATION PREFERRING VARIOUS ACCOMMODATION TYPES FOR WEEKEND TRIPS | | | | |
|--|------|------|----------------|--|
| (Row Per Cent) | | | | |
| Accommodation | Zero | One | Two or More | |
| Hotel or Motel | 58.3 | 19.8 | 21.8 | |
| Tent | 53.9 | 17.6 | 28.5 | |
| Recreational (Camping) Vehicle | 55.3 | 24.2 | 20.5 | |
| Private Recreation Home | 62.4 | 18.2 | 19.4 | |
| Resort | 53.0 | 23.5 | 23.5 | |
| Private Home of Friend or Relative | 58.7 | 19.9 | 21.5 | |
| Mixed or Other | 55.7 | 20.3 | 24.1 | |
| Per Cent of Population in Residential Mobility Categories | 58.9 | 20.2 | 20.9 | |

¹ Residential mobility is measured by the number of residential moves in the past five years

TABLE VI-10

LANGUAGE¹ CHARACTERISTICS OF ONTARIO POPULATION PREFERRING
VARIOUS ACCOMMODATION TYPES FOR WEEKEND TRIPS

| Accommodation | (Row Per Cent) ⁺ | | | |
|--|-----------------------------|--------|----------|-------|
| | English Only | French | European | Other |
| Hotel or Motel | 69 | 10 | 17 | 4 |
| Tent | 68 | 11 | 18 | 3 |
| Recreational (Camping) | 73 | 11 | 15 | 1 |
| Vehicle | | | | |
| Private Recreation Home | 66 | 9 | 22 | 4 |
| Resort | 77 | 8 | 11 | 3 |
| Private Home of Friend or | 63 | 15 | 18 | 4 |
| Relative | | | | |
| Mixed or Other | 64 | 16 | 14 | 7 |
| Per Cent of Population in Language Categories | 67 | 11 | 18 | 3 |

¹ Defined on first two major languages spoken in the household
+ Insufficient sample size does not allow the inclusion of a significant decimal

TABLE VI-9

OCCUPATIONAL CHARACTERISTICS OF ONTARIO POPULATION
PREFERRING VARIOUS ACCOMMODATION TYPES FOR WEEKEND TRIPS

| Accommodation | (Row Per Cent) ⁺ | | | | |
|--|-----------------------------|---------------------------------------|--------------------------------|------------------------------|--|
| | Administrative and Related | Technological, Social and Cultural | Clerical, Sales and Service | Farming and Other Primary | Machinery, Fabricating and Construction |
| Hotel or Motel | 9 | 19 | 42 | 4 | 26 |
| Tent | 3 | 21 | 35 | 5 | 36 |
| Recreational (Camping) | 6 | 10 | 38 | 7 | 39 |
| Vehicle | | | | | |
| Private Recreation Home | 11 | 19 | 39 | 4 | 28 |
| Resort | 11 | 23 | 41 | * | 23 |
| Private Home of Friend or Relative | 6 | 16 | 40 | 9 | 30 |
| Mixed or Other | 9 | 24 | 31 | 6 | 31 |
| Per Cent of Population in Occupational Categories | 8 | 18 | 38 | 6 | 30 |

* 1 per cent to 1.9 per cent
+ Insufficient sample size does not allow the inclusion of a significant decimal

TABLE VI-12

SEX DISTRIBUTION OF ONTARIO POPULATION PREFERRING
VARIOUS ACCOMMODATION TYPES FOR VACATION TRIPS

(Row Per Cent)

| Accommodation | Male | Female |
|--|------|--------|
| Hotel or Motel | 48.5 | 51.5 |
| Tent | 59.5 | 40.5 |
| Recreational (Camping) Vehicle | 55.2 | 44.8 |
| Private Recreation Home | 50.0 | 50.0 |
| Resort | 59.6 | 40.4 |
| Private Home of Friend or Relative | 45.4 | 54.6 |
| Mixed or Other | 51.8 | 48.2 |
| Per Cent of Population in Sex Categories | 49.4 | 50.6 |

TABLE VI-11

AGE DISTRIBUTION OF ONTARIO POPULATION PREFERRING
VARIOUS ACCOMMODATION TYPES FOR VACATION TRIPS

(Row Per Cent)

| Accommodation | 12 to 19 Years | 20 to 49 Years | 50 and Older |
|--|----------------|----------------|--------------|
| Hotel or Motel | 19.3 | 53.9 | 26.8 |
| Tent | 32.3 | 60.7 | 7.0 |
| Recreational (Camping) Vehicle | 19.0 | 65.5 | 15.4 |
| Private Recreation Home | 23.3 | 52.9 | 23.7 |
| Resort | 27.2 | 59.4 | 13.4 |
| Private Home of Friend or Relative | 21.2 | 48.4 | 30.5 |
| Mixed or Other | 19.6 | 56.6 | 23.8 |
| Per Cent of Population in Age Categories | 20.0 | 52.7 | 27.3 |

TABLE VI-13

HOUSEHOLD INCOME CHARACTERISTICS OF ONTARIO POPULATION
PREFERRING VARIOUS ACCOMMODATION TYPES FOR WEEKEND TRIPS

| Accommodation | (Row Per Cent) | |
|---|--------------------|---------------------------------|
| | Less than \$10,000 | \$10,000 to \$15,000 and larger |
| Hotel or Motel | 30.6 | 34.3 |
| Tent | 35.1 | 31.3 |
| Recreational (Camping) Vehicle | 35.8 | 24.4 |
| Private Recreation Home | 37.1 | 26.7 |
| Resort | 20.0 | 39.6 |
| Private Home of Friend or Relative | 44.0 | 21.8 |
| Mixed or Other | 29.7 | 39.7 |
| Per Cent of Population in Household Income Categories | 35.0 | 30.5 |

TABLE VI-14

EDUCATIONAL CHARACTERISTICS OF ONTARIO POPULATION
PREFERRING VARIOUS ACCOMMODATION TYPES FOR VACATION TRIPS

| Accommodation | (Row Per Cent) | | |
|--|-------------------|---------------|------------------------------|
| | Less than Grade 9 | Grade 9 to 13 | Grade 12 plus Post-Secondary |
| Hotel or Motel | 23.8 | 47.7 | 28.5 |
| Tent | 18.8 | 43.0 | 38.3 |
| Recreational (Camping) Vehicle | 26.4 | 50.5 | 23.2 |
| Private Recreation Home | 32.4 | 47.1 | 20.5 |
| Resort | 12.8 | 52.5 | 34.6 |
| Private Home of Friend or Relative | 40.3 | 41.7 | 18.0 |
| Mixed or Other | 16.4 | 45.1 | 38.5 |
| Per Cent of Population in Educational Categories | 28.2 | 45.4 | 26.4 |

TABLE VI-15

COMMUNITY SIZE CHARACTERISTICS OF ONTARIO POPULATION
PREFERRING VARIOUS ACCOMMODATION TYPES FOR VACATION TRIPS

(Row Per Cent)

| Accommodation | 100,000 and Larger | 5,000 to 99,999 | Less than 5,000 |
|--|-----------------------|--------------------|--------------------|
| Hotel or Motel | 49.1 | 26.6 | 24.3 |
| Tent | 47.5 | 26.7 | 25.8 |
| Recreational (Camping) | 30.1 | 33.0 | 36.9 |
| Vehicle | | | |
| Private Recreation Home | 48.5 | 29.3 | 22.2 |
| Resort | 39.6 | 31.8 | 28.7 |
| Private Home of Friend or Relative | 54.5 | 24.5 | 21.0 |
| Mixed or Other | 50.5 | 26.2 | 23.2 |
| Per Cent of Population in Community Size Categories | 48.3 | 26.8 | 24.9 |

TABLE VI-16

DWELLING TYPE CHARACTERISTICS OF ONTARIO POPULATION
PREFERRING VARIOUS ACCOMMODATION TYPES FOR VACATION TRIPS

(Row Per Cent)

| Accommodation | Single Detached | Apartment or Duplex | Other |
|---|--------------------|------------------------|-------|
| Hotel or Motel | 75.2 | 13.4 | 11.4 |
| Tent | 71.7 | 14.8 | 13.6 |
| Recreational (Camping) | 83.6 | 7.5 | 8.9 |
| Vehicle | | | |
| Private Recreation Home | 70.1 | 12.0 | 17.8 |
| Resort | 71.0 | 17.0 | 11.9 |
| Private Home of Friend or Relative | 68.4 | 16.6 | 15.0 |
| Mixed or Other | 73.4 | 14.2 | 12.4 |
| Per Cent of Population in Dwelling Type Categories | 74.1 | 13.7 | 12.2 |

TABLE VI-17

HOUSEHOLD COMPOSITION CHARACTERISTICS OF ONTARIO
POPULATION PREFERRING VARIOUS ACCOMMODATION TYPES
FOR VACATION TRIPS

| Accommodation | (Row Per Cent) | |
|--|----------------------------|----------------|
| | Single Person or Couple | Non- Family |
| Hotel or Motel | 23.0 | 37.9 |
| Tent | 14.3 | 44.7 |
| Recreational (Camping) Vehicle | 14.0 | 32.8 |
| Private Recreation Home | 12.9 | 37.7 |
| Resort | 18.3 | 36.7 |
| Private Home of Friend or Relative | 21.6 | 39.9 |
| Mixed or Other | 22.3 | 45.5 |
| Per Cent of Population in Household Composition Categories | 22.1 | 39.3 |
| | | 38.6 |

TABLE VI-18

RESIDENTIAL MOBILITY¹ CHARACTERISTICS OF ONTARIO
POPULATION PREFERRING VARIOUS ACCOMMODATION TYPES
FOR VACATION TRIPS

| Accommodation | (Row Per Cent) | | |
|--|----------------|------|----------------|
| | Zero | One | Two or More |
| Hotel or Motel | 60.1 | 19.6 | 20.3 |
| Tent | 46.9 | 19.8 | 33.3 |
| Recreational (Camping) Vehicle | 56.5 | 22.6 | 21.0 |
| Private Recreation Home | 57.9 | 23.2 | 18.9 |
| Resort | 49.6 | 26.3 | 24.1 |
| Private Home of Friend or Relative | 58.1 | 20.2 | 21.6 |
| Mixed or Other | 53.4 | 22.8 | 23.8 |
| Per Cent of Population in Residential Mobility Categories | 58.9 | 20.2 | 20.9 |

¹ Residential mobility is measured by the number of residential moves in the past five years

TABLE VI-19
OCCUPATIONAL CHARACTERISTICS OF ONTARIO POPULATION
PREFERRING VARIOUS ACCOMMODATION TYPES FOR VACATION TRIPS

| Accommodation | | (Row Per Cent) + | | | | |
|---|--|----------------------------|---------------------------------|-----------------------------|---------------------------|---|
| | | Administrative and Related | Managerial, Social and Cultural | Clerical, Sales and Service | Farming and Other Primary | Processing, Machinery, Fabricating and Construction |
| Hotel or Motel | | 10 | 18 | 40 | 6 | 26 |
| Tent | | 4 | 26 | 32 | 6 | 33 |
| Recreational (Camping) | | 5 | 14 | 35 | 10 | 37 |
| Vehicle | | | | | | |
| Private Recreation Home | | 5 | 19 | 39 | 4 | 33 |
| Resort | | 8 | 18 | 45 | * | 27 |
| Private Home of Friend or Relative | | 4 | 14 | 37 | 6 | 39 |
| Mixed or Other | | 8 | 26 | 36 | 5 | 26 |
| Per Cent of Population in Occupational Categories | | 8 | 18 | 38 | 6 | 30 |

* 1 per cent to 1.9 per cent
+ Insufficient sample size does not allow the inclusion of a significant decimal

TABLE VI-20
LANGUAGE¹ CHARACTERISTICS OF ONTARIO POPULATION PREFERRING VARIOUS ACCOMMODATION TYPES FOR VACATION TRIPS

| (Row Per Cent) | | | | |
|---|---------------------|---------------|-----------------------|--------------|
| <u>Accommodation</u> | <u>English Only</u> | <u>French</u> | <u>Other European</u> | <u>Other</u> |
| Hotel or Motel | 70 | 12 | 15 | 3 |
| Tent | 73 | 15 | 12 | - |
| Recreational (Camping) | 76 | 13 | 11 | - |
| Vehicle | | | | |
| Private Recreation Home | 66 | 14 | 16 | 4 |
| Resort | 77 | 7 | 11 | 5 |
| Private Home of Friend or Relative | 54 | 9 | 33 | 5 |
| Mixed or Other | 71 | 11 | 15 | 3 |
| Per Cent of Population in Language Categories | 67 | 11 | 18 | 3 |

¹ Defined on first two major languages spoken in the household
- Less than 1 per cent

CHAPTER VII

PREFERRED ACTIVITIES BY TYPE OF TRIP FOR SELECTED DESTINATIONS AND ACCOMMODATION

1. INTRODUCTION

Data provided by the preference section of the ORS questionnaire can be used to describe the activity preferences associated with the main destination, as well as the type of accommodation, selected by respondents for the weekend and vacation trip they would most like to take within the next five years. The findings of this chapter are summarized in Tables VII-1 to VII-7.

The specific destinations listed by respondents for each of the preferred trip types have been aggregated into 15 destination areas. Different destination areas have been established for each of the trip types in order to reflect the travel preferences of Ontario residents as accurately as possible.

The 17 types of accommodation used in the ORS questionnaire have been combined to form seven categories. A more detailed description of the composition of these categories is presented in Appendix E.

In order to demonstrate the relative popularity of preferred activities, the amount of preference accorded to the top-ranked activities for each destination area and accommodation type has been standardized. This was accomplished by first assigning a value of 1.00 to the activity preferred by the greatest number of respondents and then

adjusting all other values accordingly. For example, in the case of those respondents preferring a hotel or motel as a type of accommodation for a weekend trip, if 923 of them wanted to visit a historic site the respective standardized constraint values would be 1.00, .24 (219/923) and .21 (196/923). The standardized constraint values associated with each top-ranked activity are included in the preference table.* (Tables VII-1, VII-2)

2. ACTIVITY PREFERENCE FOR PREFERRED ACCOMMODATION ON WEEKEND TRIPS

The activity preferences of respondents who select a particular accommodation type for a preferred weekend trip are summarized in Table VII-1. This table indicates that the only two activities associated with all of the accommodation categories are swimming and sightseeing. Fishing and relaxing are listed among the top ten activities of those who would like to fish while using a hotel or motel for accommodation and those who would like to relax while staying at the home of a friend or relative.

The most visible differences in activity preferences occur between accommodation categories that include tents, recreational (camping) vehicles, resorts or private homes, which are associated with more active recreational pursuits usually occurring in natural environments, and accommodation

* It is important to note that these constraint values do not represent the percentage of respondents preferring various activities while using a preferred accommodation type or while at a preferred destination

TABLE VII-1

TOP TEN ACTIVITIES ONTARIO RESIDENTS PREFER TO DO WHILE USING
VARIOUS PREFERRED ACCOMMODATION TYPES ON WEEKEND TRIPS

(Constraint Values)

| <u>Hotel or Motel</u> | | <u>Tent</u> | |
|--|--------|---|--------|
| 1. Sightseeing (39%) | (1.00) | 1. Swimming (30%) | (1.00) |
| 2. Swimming | (.24) | 2. Fishing | (.88) |
| 3. Visiting A Developed Historic Site | (.21) | 3. Hiking | (.39) |
| 4. Visiting Friends or Relatives | (.20) | 4. Sightseeing | (.30) |
| 5. Specialized Shopping | (.19) | 5. Canoeing | (.23) |
| 6. Attending a Live Theatre or Concert Performance | (.18) | 6. Relaxing | (.13) |
| 7. Visiting a Museum or Art Gallery | (.16) | 7. Recreational Walking | (.12) |
| 8. Window Shopping | (.14) | 8. Hunting | (.11) |
| 9. Dining Out | (.12) | 9. Motor Boating | (.07) |
| 9. Relaxing | (.12) | 10. Water-skiing | (.06) |
| <u>Recreational (Camping) Vehicle</u> | | <u>Private Recreation Home</u> | |
| 1. Fishing (29%) | (1.00) | 1. Swimming (32%) | (1.00) |
| 2. Swimming | (.94) | 2. Fishing | (.71) |
| 3. Sightseeing | (.47) | 3. Relaxing | (.31) |
| 4. Relaxing | (.20) | 4. Recreational Walking | (.21) |
| 5. Hiking | (.19) | 5. Water-skiing | (.18) |
| 6. Hunting | (.18) | 6. Hiking | (.17) |
| 6. Canoeing | (.18) | 7. Sunbathing | (.15) |
| 8. Recreational Walking | (.11) | 8. Motor Boating | (.14) |
| 9. Visiting Friends or Relatives | (.10) | 8. Visiting Friends or Relatives | (.14) |
| 10. Visiting a Developed Historic Site | (.09) | 8. Sightseeing | (.14) |
| <u>Resort</u> | | <u>Private Home of Friend or Relative</u> | |
| 1. Swimming (23%) | (1.00) | 1. Visiting Friends or Relatives (51%) | (1.00) |
| 2. Fishing | (.76) | 2. Sightseeing | (.32) |
| 3. Downhill Skiing | (.54) | 3. Specialized Shopping | (.16) |
| 4. Relaxing | (.45) | 4. Swimming | (.13) |
| 5. Hiking | (.42) | 5. Window Shopping | (.09) |
| 6. Sightseeing | (.30) | 6. Fishing | (.07) |
| 7. Golfing | (.19) | 7. Visiting a Museum or Art Gallery | (.06) |
| 7. Recreational Walking | (.19) | 8. Attending a Spectator Sport | (.05) |
| 9. Hunting | (.18) | 8. Recreational Walking | (.05) |
| 10. Water-skiing | (.13) | 10. Attending an Annual Event | (.04) |
| <u>Mixed or Other Accommodation</u> | | | |
| 1. Fishing (21%) | (1.00) | | |
| 2. Sightseeing | (.89) | | |
| 3. Swimming | (.81) | | |
| 3. Visiting Friends or Relatives | (.81) | | |
| 5. Relaxing | (.36) | | |
| 6. Visiting a Developed Historic Site | (.28) | | |
| 7. Hiking | (.25) | | |
| 8. Sailing | (.22) | | |
| 8. Hunting | (.22) | | |
| 10. Motor Boating | (.17) | | |

categories such as the home of a friend or relative, or a hotel or motel, which tend to be preferred by respondents participating in more passive, urban or facility-oriented activities.

For those respondents who prefer accommodation types listed in the former categories, swimming and fishing are by far the most popular activities and account for over 50 per cent of the total preference for the top ten activities. Differences in activity preference are noticeable, however, for the subsequently ranked activities in each accommodation category. Hiking, hunting and canoeing are popular activities among residents choosing recreational (camping) vehicles for accommodation. Comparable percentages of activity preference are accorded to recreational walking, water-skiing and motor boating by respondents who select a private recreation home or resort accommodation on a weekend trip.

Visiting a museum or art gallery, window shopping and specialized shopping are all top-ranked activities for respondents who choose a hotel or motel or the home of a friend or relative for preferred weekend trip accommodation.

Examples of preferred activities selected for only one of the accommodation categories include:

- . downhill skiing and golfing for those respondents who prefer a resort,
- . attending a live theatre or concert performance and dining out for those selecting a hotel or motel,
- . sailing while using mixed or other accommodation for lodging,

- . sunbathing for those wishing to stay at a private recreation home,
- . attending a spectator sport or an annual event for those residents who choose to stay at the home of a friend or relative.

3. ACTIVITY PREFERENCES FOR PREFERRED ACCOMMODATION
ON VACATION TRIPS

A summary of the activity preferences of respondents who select a particular type of accommodation for a preferred vacation trip is outlined in Table VII-2.

Sightseeing, swimming, visiting a historic site, touring, visiting friends or relatives and fishing are all listed among the ten most popular activities for each accommodation category. Sightseeing, the most popular of these activities, is the number one ranked activity for almost every type of accommodation. An exception occurs for those preferring a private recreation home who list swimming as their most popular activity.

The popularity of swimming and fishing is demonstrated by the mutually high ranking of these activities for each accommodation category. The remaining top-ranked activities for each type of accommodation account for a considerably smaller percentage of the total activity preference. An examination of these remaining top-ranked activities reveals a noticeable similarity in the activity preferences of residents who demonstrate a preference for particular types of accommodation. Respondents who prefer the home of a friend or relative or a hotel or motel on a vacation trip rank window shopping, sunbathing and attending an

annual event among their most popular activities. For those preferring a tent or recreational (camping) vehicle for accommodation, organized nature appreciation, hiking and attending an annual event are within the top ten ranked activities. People who patronize resorts or would like to use a private recreation home while on vacation list relaxing, hiking and sunbathing among those activities in which they would most like to participate.

The following activities are highly-ranked for one accommodation category only:

- . specialized shopping is only considered to be a preferable activity by those people who wish to stay at the home of a friend or relative,
- . people who consider a private recreation home to be the most desirable form of vacation accommodation are the only respondents who display a noticeable interest in engaging in recreational walking,
- . canoeing is among the ten most popular vacation trip activities only for people who anticipate using a tent as their primary form of accommodation,
- . respondents who intend to use mixed or other accommodation while vacationing consider visiting a museum or art gallery and cultural mixing to be potential activities for participation.

In general, major preferred activities on weekend trips are the same as those on vacation trips for a given form of accommodation. Touring, however, appears on lists of activities for all vacation accommodation types but not for any of the weekend accommodation types. The following

observations describe other differences between preferred weekend and vacation accommodation activity packages.

- . Respondents choosing a hotel or motel while on a preferred weekend trip, also prefer activities readily available in urban centres such as attending a museum or art gallery, attending a live theatre or concert performance, specialized shopping and dining out. Those choosing a hotel or motel on vacation trips prefer sunbathing, fishing and attending an annual event. (Table VII-2)
- . Popular activities for respondents choosing a recreational (camping) vehicle for accommodation on a preferred weekend trip include: hunting, canoeing and recreational walking. People choosing this type of accommodation for a contemplated vacation trip however, tend to prefer slightly less rigorous activities such as attending an annual event or organized nature appreciation. (Table VII-2)
- . Activities that require a certain degree of capital expenditure on equipment, such as downhill skiing, golfing or water-skiing, are popular with respondents who would prefer to stay at a resort on a weekend journey. Less intensive activities tend to be more popular with those people who would consider using a resort while on vacation. (Table VII-2)
- . The preceding situation reflects the preferences of respondents using mixed or other accommodation while travelling. On preferred weekend trips sailing, hunting, motor boating and hiking are popular, however, on vacation trips people's preferences shift to sunbathing, cultural mixing and attending an annual event or organized nature appreciation. (Table VII-2)

TABLE VII-2

TOP TEN ACTIVITIES ONTARIO RESIDENTS PREFER TO DO WHILE USING
VARIOUS PREFERRED ACCOMMODATION TYPES ON VACATION TRIPS

(Constraint Values)

| <u>Hotel or Motel</u> | | <u>Tent</u> | |
|--|--------|---|--------|
| 1. Sightseeing (42%) | (1.00) | 1. Sightseeing (34%) | (1.00) |
| 2. Swimming | (.41) | 2. Fishing | (.49) |
| 3. Visiting a Developed Historic Site | (.19) | 3. Swimming | (.46) |
| 4. Touring | (.17) | 4. Touring | (.20) |
| 5. Visiting Friends or Relatives | (.15) | 5. Hiking | (.20) |
| 6. Sunbathing | (.14) | 6. Visiting a Developed Historic Site | (.14) |
| 7. Fishing | (.12) | 7. Visiting Friends or Relatives | (.13) |
| 8. Relaxing | (.09) | 8. Attending an Annual Event | (.11) |
| 9. Window Shopping | (.07) | 9. Organized Nature Appreciation | (.10) |
| 9. Attending an Annual Event | (.07) | 10. Canoeing | (.09) |
| <u>Recreational (Camping) Vehicle</u> | | <u>Private Recreation Home</u> | |
| 1. Sightseeing (36%) | (1.00) | 1. Swimming (27%) | (1.00) |
| 2. Fishing | (.48) | 2. Fishing | (.73) |
| 3. Swimming | (.32) | 3. Sightseeing | (.70) |
| 4. Touring | (.21) | 4. Relaxing | (.36) |
| 5. Visiting a Developed Historic Site | (.19) | 5. Sunbathing | (.22) |
| 6. Visiting Friends or Relatives | (.18) | 6. Visiting Friends or Relatives | (.17) |
| 7. Attending an Annual Event | (.13) | 7. Hiking | (.14) |
| 8. Organized Nature Appreciation | (.10) | 8. Touring | (.13) |
| 9. Hiking | (.09) | 9. Recreational Walking | (.11) |
| 10. Relaxing | (.06) | 9. Visiting a Developed Historic Site | (.11) |
| <u>Resort</u> | | <u>Private Home of Friend or Relative</u> | |
| 1. Sightseeing (26%) | (1.00) | 1. Visiting Friends or Relatives (45%) | (1.00) |
| 2. Swimming | (.91) | 2. Sightseeing | (.59) |
| 3. Fishing | (.59) | 3. Swimming | (.16) |
| 4. Visiting a Developed Historic Site | (.25) | 4. Touring | (.11) |
| 5. Relaxing | (.22) | 5. Visiting a Developed Historic Site | (.10) |
| 6. Touring | (.19) | 6. Fishing | (.08) |
| 7. Visiting Friends or Relatives | (.16) | 7. Specialized Shopping | (.07) |
| 7. Visiting a Museum or Art Gallery | (.16) | 8. Attending an Annual Event | (.05) |
| 7. Hiking | (.16) | 9. Window Shopping | (.04) |
| 10. Sunbathing | (.13) | 10. Sunbathing | (.03) |
| <u>Mixed or Other Accommodation</u> | | | |
| 1. Sightseeing (38%) | (1.00) | | |
| 2. Visiting Friends or Relatives | (.53) | | |
| 3. Swimming | (.42) | | |
| 4. Touring | (.29) | | |
| 5. Visiting a Developed Historic Site | (.21) | | |
| 6. Fishing | (.15) | | |
| 7. Relaxing | (.14) | | |
| 8. Cultural Mixing | (.12) | | |
| 9. Visiting a Museum or Art Gallery | (.10) | | |
| 9. Sunbathing | (.10) | | |

- . A similar trend is apparent for those residents who prefer to use a tent on weekend or vacation excursions. Hunting, water-skiing, motor boating and hiking are among the top ten preferred activities for weekend travellers. Although hiking remains popular for residents on a vacation trip, the remainder of the previously mentioned activities are replaced by preferences for visiting friends, attending an annual event and organized nature appreciation.

(Table VII-2)

- . Differences in activity preferences between weekend and vacation trips are relatively small for respondents selecting a private recreation home for accommodation. The most visible difference between trip types concerns water-skiing and motor boating which are among the top ten preferred activities for weekend trips only.

(Table VII-2)

- . If the home of a friend or relative is selected for lodging on a weekend trip, visiting a museum or art gallery, attending a spectator sport and recreational walking are among the most popular activities. For a vacation trip, however, touring, visiting a historic site and sunbathing tend to be more popular activities with most respondents.

(Table VII-2)

4. ACTIVITY PREFERENCES FOR PREFERRED VACATION TRIP DESTINATIONS

In order to achieve an overview of the activity preferences of those respondents undertaking a vacation trip, the activity preferences associated with each destination were combined to create one ranking for all destination areas. This overall ranking, which is reflective of the activity preferences of all residents who are considering a vacation journey, is intended to provide a basis for comparisons with the individual activity rankings for each

TABLE VII-3

TOP TEN ACTIVITIES ONTARIO RESIDENTS PREFER TO DO AT ALL
PREFERRED DESTINATIONS FOR WEEKEND AND VACATION TRIPS

(Constraint Values)

| <u>Weekend Trips</u> | | | <u>Vacation Trips</u> | | |
|----------------------|----------------------------------|--------|-----------------------|---------------------------------------|--------|
| 1. | Sightseeing (25.1%) | (1.00) | 1. | Sightseeing (52.8%) | (1.00) |
| 2. | Camping | (.86) | 2. | Visiting Friends or Relatives | (.48) |
| 3. | Swimming | (.85) | 3. | Swimming | (.40) |
| 4. | Visiting Friends or Relatives | (.81) | 4. | Camping | (.26) |
| 5. | Fishing | (.65) | 5. | Travelling or Touring | (.20) |
| 6. | Cottaging | (.49) | 6. | Fishing | (.19) |
| 7. | Relaxing | (.25) | 7. | Visiting a Developed Historic Site | (.19) |
| 8. | Specialized Shopping | (.22) | 8. | Sunbathing | (.10) |
| 9. | Hiking | (.21) | 9. | Specialized Shopping | (.08) |
| 10. | Canoeing | (.20) | 9. | Relaxing | (.08) |

destination. The overall rankings of activity preference for preferred vacation, as well as weekend trips, are summarized in Table VII-3.

Table VII-3 demonstrates the dominance of sightseeing as the most popular activity for a preferred vacation trip. Sightseeing is listed among the top ten most popular activities for all 15 vacation destinations and is the top-ranked activity for 12 of those destinations. This activity accounts for 34 per cent of all responses accorded to the top ten activities and is twice as popular as the second-ranked activity, visiting friends or relatives, which accounts for only 16 per cent of the responses. Together these two activities account for more than one-half of all responses accorded to the top ten activities. Swimming and camping, the third and fourth-ranked activities, account for 13 per cent and nine per cent respectively of the preferences and are both ranked among the top ten activities for 12 of the 15 destination areas.

The next three most popular activities: touring, visiting a historic site and fishing all have comparable proportions of preference accorded to them by respondents. In total, all of the preceding activities comprise over 90 per cent of preferences for the ten most popular activities.

Table VII-4 summarizes the ten most popular activities for each of the 15 destination areas and provides the basis for the following preference descriptions.

4.1 British Columbia

- . Sightseeing, which is by far the most popular preferred activity for those people who wish to visit British Columbia on a vacation trip, is more than twice as popular as the second-ranked activity, camping. In comparison with the overall ranking of activities for all destinations, recreational driving, hiking and organized nature appreciation are above-average in preference for trips to this destination, however, they account for only a small proportion of the preference accorded to the top ten activities. (Table VII-4)

4.2 Province of Quebec

- . Sightseeing and visiting friends or relatives are the most highly-ranked activities for people who would like to take a vacation trip to Quebec. In contrast to most other destination areas, there is a fairly even distribution of preference among the remaining top-ranked activities. In comparison with the overall ranking of activities for all destinations, attending a spectator sport is furthest above-average in preference for a vacation trip to the province. The preference section of the ORS was not designed to illicit responses from people concerning the specific nature of their activity preference, however, one could interpret the high preference for attending a spectator sport as a reflection of people's intention to travel to Montreal in 1976 for the Olympic Games. The desire of respondents to attend an annual event while in Quebec also accounts for a greater than expected proportion of activity preference. The popularity of Quebec City's winter carnival could account for a significant degree of this preference. (Table VII-4)

4.3 Maritime Provinces

- . Next to sightseeing, camping is the most preferred activity for those considering a vacation trip to the Maritimes. Fishing and

swimming, rank fourth and fifth in popularity and account for less than one-half of the proportion of preference accorded to sightseeing. (Table VII-4)

4.4 Prairie Provinces, Yukon and Northwest Territories

- . For the provinces of Manitoba, Saskatchewan and Alberta, as well as the Yukon and Northwest Territories, sightseeing and visiting friends or relatives are the two top-ranked activities. The percentages of preference that people associate with these destinations are comparable to those found in the overall rankings. Although camping accounts for a significantly higher percentage of preference than might be expected, attending an annual event is the activity which is furthest above-average for this destination. The Calgary Stampede is the major annual event in this area and is probably responsible for the majority of this preference. (Table VII-4)

4.5 Ontario

- . Camping, fishing and swimming are the three most popular activities for a preferred vacation trip in Ontario. These activities account for more than 50 per cent of the preference for the top ten ranked activities and demonstrate the popularity of such outdoor activities with people on vacation trips in Ontario as compared to all other destinations. (Table VII-4)

4.6 California

- . The most preferred activities for people considering a trip to California (i.e., sightseeing, visiting friends or relatives, swimming) approximate the overall activity rankings. Attending an annual event is most noticeably above-average in preference for this destination, however, golfing and attending a spectator sport are also somewhat above-average. (Table VII-4)

4.7 Rest of the United States

- . The four most popular activities for vacation trips to destinations in the rest of the United States are the same as the four overall top-ranked activities for vacation trips. Both window shopping and specialized shopping, as well as hiking, rank somewhat higher in preference than might be expected when compared with the overall rankings.

(Table VII-4)

4.8 Hawaii, Florida, West Indies and Mexico

- . Not surprisingly, swimming, sightseeing and sunbathing are the most popular activities for preferred trips to these destinations. The majority of respondents exhibit a significantly higher-than-average preference for swimming and sunbathing at these locations.

For people considering a holiday trip to Hawaii, these three activities account for 75 per cent of the total preference accorded to the ten most popular activities. Table IX-3 demonstrates this distinct decrease in preference for those activities ranked below the top three.

In the case of a preferred trip to Mexico, these top three activities account for almost one-half of the preferences for the top-ranked activities. Visiting a developed historic site is also an especially popular activity for those selecting this destination.

In addition to swimming and sunbathing, the other activities in which residents show above-average preference for each of the four preferred destinations include: golfing, going to a pub or disco while vacationing in Hawaii or the West Indies; attending an annual event or organized nature appreciation when considering a trip to Florida; and window shopping or attending a spectator sport for those contemplating a trip to Mexico.

(Table VII-4)

4.9 British Isles

- . Visiting friends or relatives and touring are both considerably above-average as preferred activities. These activities as well as sightseeing, account for 85 per cent of the preference for the ten most preferred activities listed for this destination. Visiting a museum or art gallery and attending a spectator sport, although more popular than might be expected, comprise only a small amount of the total activity preference at this destination.

(Table VII-4)

4.10 Rest of Europe

- . Sightseeing is the top-ranked activity for those residents who would prefer a vacation trip to destinations in the "rest of Europe". This, plus the next two top-ranked activities, visiting friends or relatives and visiting a historic site, account for 69 per cent of the preference at this destination. Visiting a museum or art gallery, as well as both types of shopping also have higher preferences associated with them than expected.

(Table VII-4)

4.11 Australia and New Zealand

- . The majority of the activities preferred by people considering a vacation trip to Australia or New Zealand closely approximate the overall activity rankings for vacation trips. Only cultural mixing and hiking have preference rates significantly above-average for this destination.

(Table VII-4)

4.12 Rest of World

- . The five most popular activities for the "rest of world" destinations are identical to the overall top-ranked vacation trip activities

for all destinations. These activities account for 85 per cent of the preferences for the ten most popular activities.

(Table VII-4)

A summary of the activity preferences exhibited by respondents for vacation trip destinations within and outside of Ontario is presented in Table VII-5. This table outlines the ten most preferred activities for destinations within Ontario, within the rest of Canada, and outside of Canada. By using these destinations as a basis for comparison for following differences in activity preferences can be distinguished.

- . Activities such as camping, fishing and hiking, which occur in natural environments, are less preferred by respondents who select out-of-province destinations for a preferred vacation trip.

The popularity of swimming for destinations outside of Canada is an expected exception.

- . Visiting a historic site becomes an increasingly preferred activity as one travels to destinations which are further removed from Ontario and Canada.

The preferred activities of visiting friends or relatives and touring also have higher rankings for destinations outside of Ontario, however, in comparison to the top-ranked activity (sightseeing), they account for increasingly smaller percentages of the total preference.

- . Sunbathing is only ranked among the top ten activities for destinations outside of Canada.
- . Attending an annual event is a top-ranked activity for destinations inside Canada but outside of Ontario.

TABLE VII-4

TOP TEN ACTIVITIES ONTARIO RESIDENTS PREFER TO DO AT VARIOUS
PREFERRED DESTINATIONS ON VACATION TRIPS

(Constraint Values)

British Columbia

| | |
|--|--------|
| 1. Sightseeing (34%)* | (1.00) |
| 2. Camping | (.42) |
| 3. Visiting Friends or Relatives | (.35) |
| 4. Fishing | (.22) |
| 5. Swimming | (.17) |
| 6. Touring | (.16) |
| 7. Visiting a Developed Historic Site | (.11) |
| 8. Organized Nature Appreciation | (.09) |
| 9. Hiking | (.05) |
| 10. Recreational Driving | (.04) |

Province of Quebec

| | |
|--|--------|
| 1. Sightseeing (20%)* | (1.00) |
| 2. Visiting Friends or Relatives | (.63) |
| 3. Attending a Spectator Sport | (.37) |
| 3. Camping | (.37) |
| 5. Visiting a Developed Historic Site | (.31) |
| 6. Swimming | (.29) |
| 6. Fishing | (.29) |
| 8. Window Shopping | (.23) |
| 9. Relaxing | (.20) |
| 9. Attending an Annual Event | (.20) |

Maritime Provinces

| | |
|--|--------|
| 1. Sightseeing (25%)* | (1.00) |
| 2. Camping | (.67) |
| 3. Visiting Friends or Relatives | (.63) |
| 4. Fishing | (.41) |
| 5. Swimming | (.38) |
| 6. Touring | (.19) |
| 7. Visiting a Developed Historic Site | (.18) |
| 8. Recreational Driving | (.07) |
| 9. Visiting a Museum or Art Gallery | (.06) |
| 10. Cottaging | (.05) |

Manitoba, Sask., Alta.,
Yukon, N.W.T.

| | |
|--|--------|
| 1. Sightseeing (26%)* | (1.00) |
| 2. Visiting Friends or Relatives | (.64) |
| 3. Camping | (.60) |
| 4. Attending an Annual Event | (.32) |
| 5. Fishing | (.22) |
| 6. Touring | (.15) |
| 7. Swimming | (.11) |
| 7. Hiking | (.11) |
| 9. Visiting a Developed Historic Site | (.09) |
| 10. Recreational Driving | (.08) |

Ontario

| | |
|-------------------------------------|--------|
| 1. Camping (19%)* | (1.00) |
| 2. Fishing | (.85) |
| 3. Swimming | (.80) |
| 4. Visiting Friends or Relatives | (.67) |
| 5. Sightseeing | (.64) |
| 6. Cottaging | (.52) |
| 7. Relaxing | (.20) |
| 8. Hiking | (.18) |
| 9. Recreational Walking | (.12) |
| 10. Motor Boating | (.11) |

California

| | |
|--|--------|
| 1. Sightseeing (32%)* | (1.00) |
| 2. Visiting Friends or Relatives | (.41) |
| 3. Swimming | (.35) |
| 4. Attending an Annual Event | (.34) |
| 5. Camping | (.13) |
| 6. Touring | (.12) |
| 7. Visiting a Developed Historic Site | (.09) |
| 8. Specialized Shopping | (.08) |
| 9. Golfing | (.07) |
| 10. Going to a Pub or Disco | (.06) |
| 10. Attending a Spectator Sport | (.06) |

* Percentage of all respondents selecting this destination for a weekend trip who prefer to participate in the top-ranked activity

TABLE VII-4 (continued)

| <u>Hawaii</u> | | <u>Florida</u> | |
|--|--------|--|--------|
| 1. Sightseeing (29%)* | (1.00) | 1. Swimming (23%)* | (1.00) |
| 2. Swimming | (.99) | 2. Sightseeing | (.91) |
| 3. Sunbathing | (.32) | 3. Sunbathing | (.43) |
| 4. Touring | (.15) | 4. Fishing | (.25) |
| 4. Fishing | (.15) | 5. Camping | (.24) |
| 6. Relaxing | (.14) | 6. Attending an Annual Event | (.23) |
| 7. Going to a Pub or Disco | (.09) | 7. Relaxing | (.20) |
| 7. Specialized Shopping | (.09) | 8. Organized Nature Appreciation | (.19) |
| 9. Golfing | (.08) | 9. Visiting Friends or Relatives | (.14) |
| 10. Window Shopping | (.06) | 10. Touring | (.10) |
| <u>Rest of U.S.A.</u> | | <u>West Indies</u> | |
| 1. Sightseeing (28%)* | (1.00) | 1. Swimming (29%)* | (1.00) |
| 2. Visiting Friends or Relatives | (.50) | 2. Sightseeing | (.64) |
| 3. Swimming | (.25) | 3. Sunbathing | (.37) |
| 4. Camping | (.20) | 4. Relaxing | (.26) |
| 5. Specialized Shopping | (.15) | 5. Fishing | (.23) |
| 5. Visiting a Developed Historic Site | (.15) | 6. Visiting Friends or Relatives | (.16) |
| 7. Fishing | (.14) | 7. Golfing | (.11) |
| 8. Touring | (.13) | 8. Going to a Pub or Disco | (.08) |
| 9. Cottaging | (.10) | 8. Touring | (.08) |
| 9. Sunbathing | (.10) | 10. Window Shopping | (.07) |
| 9. Attending a Live Theatre or Concert Performance | (.10) | 10. Recreational Walking | (.07) |
| <u>Mexico</u> | | <u>British Isles</u> | |
| 1. Sightseeing (30%)* | (1.00) | 1. Sightseeing (31%)* | (1.00) |
| 2. Swimming | (.57) | 2. Visiting Friends or Relatives | (.85) |
| 3. Visiting a Developed Historic Site | (.54) | 3. Visiting a Developed Historic Site | (.34) |
| 4. Sunbathing | (.41) | 4. Touring | (.26) |
| 5. Relaxing | (.32) | 5. Specialized Shopping | (.13) |
| 6. Window Shopping | (.27) | 6. Attending a Live Theatre or Concert Performance | (.11) |
| 7. Attending a Spectator Sport | (.24) | 7. Visiting a Museum or Art Gallery | (.08) |
| 7. Fishing | (.24) | 8. Window Shopping | (.06) |
| 9. Touring | (.22) | 9. Camping | (.04) |
| 9. Specialized Shopping | (.22) | 9. Attending a Spectator Sport | (.04) |

* Percentage of all respondents selecting this destination for a weekend trip who prefer to participate in the top-ranked activity

TABLE VII-4 (continued)

| <u>Rest of Europe</u> | | <u>Australia, New Zealand</u> | |
|--|--------|--|--------|
| 1. Sightseeing (29%)* | (1.00) | 1. Sightseeing (36%)* | (1.00) |
| 2. Visiting Friends or Relatives | (.68) | 2. Visiting Friends or Relatives | (.41) |
| 3. Visiting a Developed Historic Site | (.37) | 3. Swimming | (.34) |
| 4. Touring | (.32) | 4. Touring | (.25) |
| 5. Swimming | (.15) | 5. Cultural Mixing | (.13) |
| 6. Visiting a Museum or Art Gallery | (.13) | 6. Camping | (.10) |
| 7. Specialized Shopping | (.12) | 6. Fishing | (.10) |
| 8. Cultural Mixing | (.10) | 8. Hiking | (.06) |
| 9. Window Shopping | (.09) | 8. Visiting a Developed Historic Site | (.06) |
| 10. Camping | (.06) | 10. Window Shopping | (.04) |
| <u>Rest of World</u> | | | |
| 1. Sightseeing (30%)* | (1.00) | | |
| 2. Visiting Friends or Relatives | (.59) | | |
| 3. Swimming | (.22) | | |
| 4. Visiting a Developed Historic Site | (.20) | | |
| 5. Touring | (.19) | | |
| 6. Camping | (.17) | | |
| 7. Cultural Mixing | (.15) | | |
| 8. Specialized Shopping | (.10) | | |
| 9. Sunbathing | (.09) | | |
| 10. Fishing | (.08) | | |

* Percentage of all respondents selecting this destination for a weekend trip who prefer to participate in the top-ranked activity

Note: Preferences for camping, cottaging and visiting friends or relatives are based upon the accommodation preferences associated with these activities in addition to the actual activity preferences

TABLE VII-5

TOP TEN ACTIVITIES ONTARIO RESIDENTS PREFER TO DO AT PREFERRED DESTINATIONS
ON PREFERRED VACATION TRIPS

(Constraint Values)

| <u>Ontario</u> | | <u>Canada</u> | | <u>Outside of Canada</u> | |
|-------------------------------------|--------|--|--------|--|--------|
| | | | | | |
| 1. Camping (20%) | (1.00) | 1. Sightseeing (34%) | (1.00) | 1. Sightseeing (34%) | (1.00) |
| 2. Fishing | (.85) | 2. Camping | (.50) | 2. Visiting Friends or Relatives | (.48) |
| 3. Swimming | (.80) | 3. Visiting Friends or Relatives | (.47) | 3. Swimming | (.47) |
| 4. Visiting Friends or Relatives | (.67) | 4. Fishing | (.26) | 4. Visiting a Developed Historic Site | (.22) |
| 5. Sightseeing | (.64) | 5. Swimming | (.20) | 5. Touring | (.21) |
| 6. Cottageing | (.52) | 6. Touring | (.16) | 6. Sunbathing | (.16) |
| 7. Relaxing | (.20) | 7. Visiting a Developed Historic Site | (.12) | 7. Fishing | (.11) |
| 8. Hiking | (.18) | 8. Attending an Annual Event | (.10) | 8. Specialized Shopping | (.10) |
| 9. Recreational Walking | (.12) | 9. Organized Nature Appreciation | (.08) | 9. Relaxing | (.08) |
| 10. Motor Boating | (.11) | 10. Hiking | (.07) | 10. Camping | (.07) |

- . Relaxing becomes an increasingly less popular activity for residents who select destinations which are increasingly removed from Ontario.

5. ACTIVITY PREFERENCES FOR WEEKEND TRIP DESTINATIONS

The overall activity rankings for preferred weekend trips were developed in the same manner as were those for vacation trips. The destination areas used in describing preferred weekend trips, however, are different from those used for vacation trips. This difference is primarily due to the fact that the destinations of preferred weekend trips are in much closer proximity to respondents' home bases. As a result, in the majority of instances the destination areas for vacation trips are too remote to accurately reflect the preferences of respondents for weekend trips. Appendix E provides a brief explanation of the composition of the destination areas that are used in describing weekend trips.

According to Table VII-3, sightseeing, the overall top-ranked activity, comprises 19 per cent of the preferences for the ten most popular activities. Camping, and visiting friends or relatives, which are the second and third most popular activities, each account for 16 per cent of the preferences for the top ten activities. In total these three activities account for over one-half of the preference accorded to the ten most popular activities.

A comparison of the rankings of activities for preferred weekend and vacation trips indicates that the rate of decline

in the percentage of total preference associated with each subsequently ranked activity is substantially smaller for a preferred weekend trip than it is for a preferred vacation trip. This may indicate that for weekend trips, respondents are able to focus, to a greater degree, upon a specific preferred activity or purpose. One may surmise that a respondent's greater familiarity with the opportunities available for participation in specific recreational activities while at weekend destinations, as opposed to vacation destinations, would be an important factor in accounting for this situation.

Table VII-6 summarizes the activity preferences for each of the 15 destination areas.

5.1 Ottawa-St. Lawrence

- . People who indicate a desire for a weekend trip to this area consider sightseeing and visiting friends or relatives to be their most preferred activities. These activities account for a greater percentage of responses than the next eight activities combined.

As might be expected, visiting a historic site, museum or art gallery tend to be more popular activities for this area than for the Province as a whole. The City of Ottawa provides the most likely focus for these activities. (Table VII-6)

5.2 West Lake Ontario

- . The four most popular activities for a preferred weekend trip to West Lake Ontario (i.e., sightseeing, visiting friends or relatives, camping and swimming) are the

same as the four top-ranked activities for all weekend destinations.

Visiting a museum or art gallery and organized nature appreciation, however, are above-average in popularity for people choosing this area as compared to all other destinations. (Table VII-6)

5.3 Kingston-Peterborough/East Lake Ontario

- . This area provides many excellent opportunities for Ontario residents who wish to participate in a variety of outdoor recreation activities. Four of the five most popular activities for this destination are exclusively outdoor oriented. With the exception of visiting friends or relatives the remaining top-ranked activities account for a relatively small percentage of the preferences for activities in this area.

(Table VII-6)

5.4 Metropolitan Toronto

- . The most popular activities mentioned by respondents who choose Metro Toronto as a preferred weekend trip destination reflect the availability of a variety of cultural, retail and entertainment opportunities in a large urban centre.
- . Visiting friends or relatives is the most preferred activity listed by those who would like to visit the city. It is more than twice as popular as all other preferred activities except sightseeing, which is the second most popular activity.
- . Preferences for the remaining top-ranked activities are evenly distributed and, with the exception of visiting a historic site, are well above-average. (Table VII-6)

5.5 Southwestern Ontario

- . Although variations do exist among the actual rankings, the same top eight activities are preferred for Southwestern Ontario destinations as are preferred for all combined destinations. The major difference is that visiting friends or relatives, not sight-seeing, is the top-ranked activity for the area. (Table VII-6)

5.6 Georgian Bay

- . The Georgian Bay Area provides a tremendous attraction for weekend trips by virtue of its excellent resource base for outdoor recreation and its proximity to the large urban centres of West Lake Ontario.
- . The four most popular activities are exclusively outdoor oriented and account for a large majority (73%) of the activity preferences for this area. Camping and swimming are the most popular activities and account for approximately equal percentages of the activity preferences, as do the next most popular activities, cottaging and fishing, although they are only three-quarters as popular.
- . As expected, respondents exhibit above-average preferences for motor boating and canoeing while on a weekend trip to this area. (Table VII-6)

5.7 Northern Ontario

- . Residents who select either Northeastern or Northwestern Ontario as a destination for a weekend excursion exhibit similar activity preferences.

- . Camping is the most popular activity while fishing, visiting friends or relatives and swimming are successively ranked. These four activities account for two-thirds of the preferences accorded to the top ten activities.
- . Hiking and hunting account for greater percentages of activity preference in Northeastern Ontario than in Northwestern Ontario while the opposite holds true for motor boating and recreational snowmobiling.
- . It is interesting to note that respondents exhibit equal percentages of preference for canoeing and window shopping when considering a weekend trip to Northwestern Ontario. This could be an indication of respondents' desires to utilize the retail facilities in Thunder Bay. (Table VII-6)

5.8 Province of Quebec

- . Sightseeing is by far the most popular activity for those anticipating a trip to Quebec. The second-ranked activity, visiting friends or relatives, is less than one-half as popular.
- . There is a fairly even distribution of preference for the remaining top-ranked activities. Downhill skiing, dining out and going to a pub or disco are well above-average in preference and reflect the attractive mix of opportunities available at this destination.
- . Attending a spectator sport is distinctly above the expected preference levels for this destination. This preference may be related to the wide variety of professional sporting events available in the Province, especially Montreal, or it possibly reflects a continued desire to attend the Olympic Games in Montreal in 1976. (Table VII-6)

5.9 Maritime Provinces

- . Camping, sightseeing and swimming are considered by respondents to be desirable activities for participation while on a trip to this area. Over one-half of the activity preference associated with this destination is attributable to these activities.
- . Touring and sailing are more highly preferred by respondents than is anticipated, as is attending a live theatre or concert performance. (Table VII-6)

5.10 Western Provinces, Yukon and Northwest Territories

- . Sightseeing and visiting friends or relatives account for a greater percentage of activity preference for those considering weekend trips to Manitoba, Saskatchewan, Alberta, British Columbia, the Yukon and Northwest Territories than do the next eight ranked activities.
- . Downhill skiing accounts for the most noticeable deviation from the overall weekend trip activity rankings. This should be expected as Alberta and British Columbia are popular national destinations for skiers. (Table VII-6)

5.11 Canada - Unspecified

- . Seven of the ten most popular activities associated with unspecified destinations in Canada involve participation in outdoor recreational activities which occur in a natural setting.

- . Two of these activities, hiking and hunting, are more highly preferred than expected in comparison to the main activity rankings for all destination areas. (Table VII-6)

5.12 United States

- . For respondents preferring destinations in the continental United States, including New York State, sightseeing and visiting friends or relatives, comprise one-half of the activity preference for the ten most popular activities. Activities that are based upon entertainment and shopping opportunities account for the majority of remaining activity preference. (Table VII-6)

5.13 Rest of World

- . People who are considering a weekend trip to destinations in the rest of the world invariably list swimming and sightseeing as their most preferred activities for participation. In combination with sunbathing, these three activities account for over 80 per cent of the preference for activity participation in this area. (Table VII-6)

TABLE VII-6

TOP TEN ACTIVITIES ONTARIO RESIDENTS PREFER TO DO AT VARIOUS
PREFERRED DESTINATIONS ON WEEKEND TRIPS

(Constraint Values)

Ottawa - St. Lawrence Area

| | |
|--|--------|
| 1. Sightseeing (27%)* | (1.00) |
| 2. Visiting Friends or Relatives | (.58) |
| 3. Visiting a Developed Historic Site | (.44) |
| 4. Swimming | (.20) |
| 4. Camping | (.20) |
| 6. Visiting a Museum or Art Gallery | (.18) |
| 7. Fishing | (.12) |
| 7. Cottaging | (.12) |
| 7. Relaxing | (.12) |
| 10. Specialized Shopping | (.10) |

Kingston-Peterborough/East Lake Ontario

| | |
|-------------------------------------|--------|
| 1. Swimming (17%)* | (1.00) |
| 2. Camping | (.98) |
| 3. Fishing | (.79) |
| 4. Visiting Friends or Relatives | (.78) |
| 5. Cottaging | (.71) |
| 6. Sightseeing | (.24) |
| 7. Relaxing | (.20) |
| 7. Hiking | (.20) |
| 9. Recreational Walking | (.15) |
| 10. Motor Boating | (.13) |

West Lake Ontario

| | |
|--|--------|
| 1. Sightseeing (24%)* | (1.00) |
| 2. Visiting Friends or Relatives | (.54) |
| 3. Camping | (.40) |
| 4. Swimming | (.29) |
| 5. Visiting a Museum or Art Gallery | (.26) |
| 6. Organized Nature Appreciation | (.23) |
| 7. Cottaging | (.21) |
| 8. Visiting a Developed Historic Site | (.18) |
| 9. Recreational Walking | (.12) |
| 9. Specialized Shopping | (.12) |

Metro Toronto

| | |
|--|--------|
| 1. Visiting Friends or Relatives (22%)* | (1.00) |
| 2. Sightseeing | (.62) |
| 3. Specialized Shopping | (.46) |
| 4. Visiting a Museum or Art Gallery | (.45) |
| 5. Attending an Annual Event | (.36) |
| 6. Attending a Live Theatre or Concert Performance | (.33) |
| 7. Window Shopping | (.29) |
| 8. Attending a Spectator Sport | (.25) |
| 9. Going to a Pub or Disco | (.15) |
| 9. Visiting a Developed Historic Site | (.15) |

Southwestern Ontario

| | |
|--|--------|
| 1. Visiting Friends or Relatives (24%)* | (1.00) |
| 2. Camping | (.72) |
| 3. Swimming | (.60) |
| 4. Sightseeing | (.32) |
| 5. Fishing | (.19) |
| 5. Cottaging | (.19) |
| 7. Relaxing | (.14) |
| 8. Specialized Shopping | (.12) |
| 9. Attending a Live Theatre or Concert Performance | (.10) |
| 10. Hiking | (.08) |

Georgian Bay Area

| | |
|-------------------------------------|--------|
| 1. Camping (19%)* | (1.00) |
| 2. Swimming | (.99) |
| 3. Cottaging | (.72) |
| 3. Fishing | (.72) |
| 5. Hiking | (.29) |
| 6. Visiting Friends or Relatives | (.25) |
| 7. Sightseeing | (.22) |
| 8. Relaxing | (.15) |
| 8. Motor Boating | (.15) |
| 8. Canoeing | (.15) |

* Percentage of all respondents selecting this destination for a weekend trip who prefer to participate in the top-ranked activity

TABLE VII-6 (continued)

Northeastern Ontario

| | |
|-------------------------------------|--------|
| 1. Camping (23%)* | (1.00) |
| 2. Fishing | (.79) |
| 3. Visiting Friends or Relatives | (.53) |
| 4. Swimming | (.49) |
| 5. Sightseeing | (.35) |
| 6. Hiking | (.23) |
| 7. Cottaging | (.22) |
| 8. Relaxing | (.16) |
| 9. Canoeing | (.13) |
| 10. Hunting | (.04) |

Northwestern Ontario

| | |
|-------------------------------------|--------|
| 1. Camping (22%)* | (1.00) |
| 2. Fishing | (.75) |
| 3. Visiting Friends or Relatives | (.63) |
| 4. Swimming | (.55) |
| 5. Sightseeing | (.34) |
| 6. Cottaging | (.24) |
| 7. Canoeing | (.16) |
| 7. Window Shopping | (.16) |
| 9. Hiking | (.13) |
| 10. Motor Boating | (.11) |
| 11. Recreational Snow- mobiling | (.05) |

Province of Quebec

| | |
|--|--------|
| 1. Sightseeing (25%)* | (1.00) |
| 2. Visiting Friends or Relatives | (.43) |
| 3. Specialized Shopping | (.25) |
| 3. Visiting a Developed Historic Site | (.25) |
| 5. Camping | (.22) |
| 6. Attending a Spectator Sport | (.21) |
| 7. Downhill Skiing | (.19) |
| 8. Dining Out | (.18) |
| 9. Window Shopping | (.16) |
| 9. Going to a Pub or Disco | (.16) |

Maritime Provinces

| | |
|--|--------|
| 1. Camping (21%)* | (1.00) |
| 2. Sightseeing | (.97) |
| 3. Swimming | (.73) |
| 4. Visiting Friends or Relatives | (.43) |
| 5. Fishing | (.37) |
| 6. Visiting a Developed Historic Site | (.13) |
| 6. Sailing | (.13) |
| 6. Cottaging | (.13) |
| 9. Relaxing | (.10) |
| 9. Cultural Mixing | (.10) |

Manitoba, Sask., Alta.,
B.C., Yukon, N.W.T.

| | |
|-------------------------------------|--------|
| 1. Sightseeing (22%)* | (1.00) |
| 2. Visiting Friends or Relatives | (.81) |
| 3. Swimming | (.43) |
| 4. Downhill Skiing | (.32) |
| 5. Fishing | (.28) |
| 6. Camping | (.26) |
| 7. Specialized Shopping | (.17) |
| 8. Organized Nature Appreciation | (.15) |
| 8. Hiking | (.15) |
| 9. Relaxing | (.13) |

Canada - Unspecified

| | |
|-------------------------------------|--------|
| 1. Camping (24%)* | (1.00) |
| 2. Swimming | (.76) |
| 3. Fishing | (.70) |
| 4. Sightseeing | (.35) |
| 5. Cottaging | (.30) |
| 6. Hiking | (.17) |
| 6. Hunting - unspecified | (.17) |
| 8. Visiting Friends or Relatives | (.15) |
| 8. Recreational Walking | (.15) |
| 8. Relaxing | (.15) |

* Percentage of all respondents selecting this destination for a weekend trip who prefer to participate in the top-ranked activity

TABLE VII-6 (continued)

| <u>New York State</u> | | <u>Rest of U.S.A.</u> | |
|--|--------|--|--------|
| 1. Sightseeing (27%)* | (1.00) | 1. Sightseeing (21%)* | (1.00) |
| 2. Visiting Friends or Relatives | (.53) | 2. Visiting Friends or Relatives | (.71) |
| 3. Attending a Live Theatre or Concert Performance | (.39) | 3. Swimming | (.53) |
| 4. Specialized Shopping | (.35) | 4. Attending a Live Theatre or Concert Performance | (.27) |
| 4. Window Shopping | (.35) | 5. Specialized Shopping | (.26) |
| 6. Going to a Pub or Disco | (.17) | 6. Camping | (.24) |
| 7. Swimming | (.15) | 7. Window Shopping | (.17) |
| 8. Camping | (.13) | 8. Visiting a Developed Historic Site | (.14) |
| 8. Visiting a Museum or Art Gallery | (.13) | 8. Attending an Annual Event | (.14) |
| 10. Visiting a Developed Historic Site | (.09) | 8. Organized Nature Appreciation | (.14) |
| 10. Attending a Spectator Sport | (.09) | | |
| <u>Rest of the World</u> | | | |
| 1. Swimming (19%)* | (1.00) | | |
| 2. Sightseeing | (.97) | | |
| 3. Sunbathing | (.58) | | |
| 4. Visiting Friends or Relatives | (.29) | | |
| 5. Visiting a Developed Historic Site | (.26) | | |
| 6. Fishing | (.24) | | |
| 7. Camping | (.21) | | |
| 8. Relaxing | (.18) | | |
| 9. Specialized Shopping | (.16) | | |
| 9. Attending a Live Theatre or Concert Performance | (.16) | | |
| 9. Dining Out | (.16) | | |
| 9. Golfing | (.16) | | |

* Percentage of all respondents selecting this destination for a weekend trip who prefer to participate in the top-ranked activity

Note: Preferences for camping, cottaging and visiting friends or relatives are based upon the accommodation preferences associated with these activities in addition to the actual activity preferences

CHAPTER VIII

REASONS FOR PREFERRED ACCOMMODATION CHOICE ON WEEKEND AND VACATION TRIPS

1. INTRODUCTION

The final portion of the preference section in the ORS questionnaire allows respondents to list the three most important considerations which determine their choice of accommodation on preferred vacation and weekend trips.

The categories which represent the reasons given by respondents for choosing a particular accommodation type are outlined in Tables VIII-1 and VIII-2. These categories were developed after a careful examination of the ORS Pilot Survey so that the greatest majority of reasons given by respondents for accommodation preference, could be accurately and specifically reflected. Although explicit definitions were not developed for the categorization of those reasons listed by respondents, every attempt was made to maintain the categories as mutually exclusive and portray the actual nature of the responses as given in Appendix E.

As indicated earlier in Chapter VII, a description of the accommodation categories is contained in Appendix E.

2. DISTRIBUTION OF REASONS GIVEN FOR SELECTING PREFERRED TRIP ACCOMMODATION

The four top-ranked reasons given by respondents for selecting preferred accommodation types are the same for both weekend and vacation trips. Accessibility, cost,

comfort and the opportunity to visit friends or relatives are mentioned by residents as the most important considerations for choosing accommodation while on a preferred trip. For each type of trip these considerations account for comparable percentages of the overall distribution of reasons given for selecting an accommodation type.

Although the differences are minor, pleasure, a desire for privacy and a preference for an outdoor environment tend to be relatively more important reasons for people preferring a specific type of accommodation on weekend trips while a lack of choice, reliability and luxury appear to be somewhat more important considerations for those deciding upon accommodation for a preferred vacation trip.

Tables VIII-1 and VIII-2 indicate that there is a less than five per cent variation in the per cent of respondents listing each reason for accommodation choice for either of the two types of trips. When these reasons are examined in relation to each demographic category any variation between trip types continues to remain at less than five per cent.

2.1 Hotel

- . Accessibility is by far the most frequent reason given by respondents for selecting a hotel or motel on a preferred trip. This consideration accounts for 34.8 per cent of the reasons given for choosing weekend trip accommodation and 35.3 per cent of those given for vacation trip accommodation.

- . Reliability, as well as a concern for comfort and luxury are the most important secondary reasons given for this choice of accommodation, with each accounting for comparable percentages of the responses for each type of trip.

2.2 Tent

- . Cost considerations are the principal reason mentioned by residents for choosing a tent for accommodation while on a weekend journey (25.1%) or vacation trip (29%). The preference for an outdoor environment is the second most important factor listed (19.2% on weekend trips, 14.8% on vacation trips).
- . The two other reasons most frequently given by respondents for considering a tent to be a preferable type of accommodation relate to the convenience (accessibility) of its use as well as the pleasurable nature of the experience it provides.

2.3 Recreational (Camping) Vehicle

- . Cost continues to be the most important consideration for those who wish to camp while on a preferred weekend or vacation excursion. People who prefer a recreational (camping) vehicle for either type of trip, attribute over 25 per cent of their reasons to cost considerations.
- . People who own recreational camping vehicles appear to be more or less obliged to select them for use on a preferred trip. This is especially true for those contemplating weekend trips.
- . Accessibility appears to be a more important consideration for people contemplating the use of a recreational (camping) vehicle, as opposed to those who would prefer a tent for

a weekend or vacation sojourn. Environmental considerations however tend to be considerably less important for those who wish to use recreational vehicles in comparison to those who prefer tents.

2.4 Private Recreation Home

- . The four most popular reasons given by respondents for selecting a private recreation home for accommodation are the same for both types of trips.
- . Accessibility (16.1%), privacy (15.6%), cost (11.3%) and comfort (11.1%) are the principal reasons given for using this type of accommodation for a weekend trip while those considering its use on a vacation trip list privacy (16.0%), accessibility (11.7%), cost (11.7%) and comfort (10.4%) as the primary considerations for their choice.

2.5 Resort

- . Residents who wish to patronize a resort on a weekend excursion attribute their choice primarily to accessibility (17.1%) although comfort (14.9%), reliability (14.6%) and luxury (12.4%) are also considered to be important influences affecting this choice.
- . Accessibility (19.7%) remains the most important influence for those choosing to stay at a resort while vacationing. Social reasons (12.2%), a desire for comfort (8.2%) and the opportunity to engage in a particular activity (7.5%) are secondary considerations mentioned by respondents who are considering this type of accommodation.
- . As might be expected cost is a relatively less important consideration for those selecting a resort than it is for any other form of accommodation.

2.6 Private Home (friend or relative)

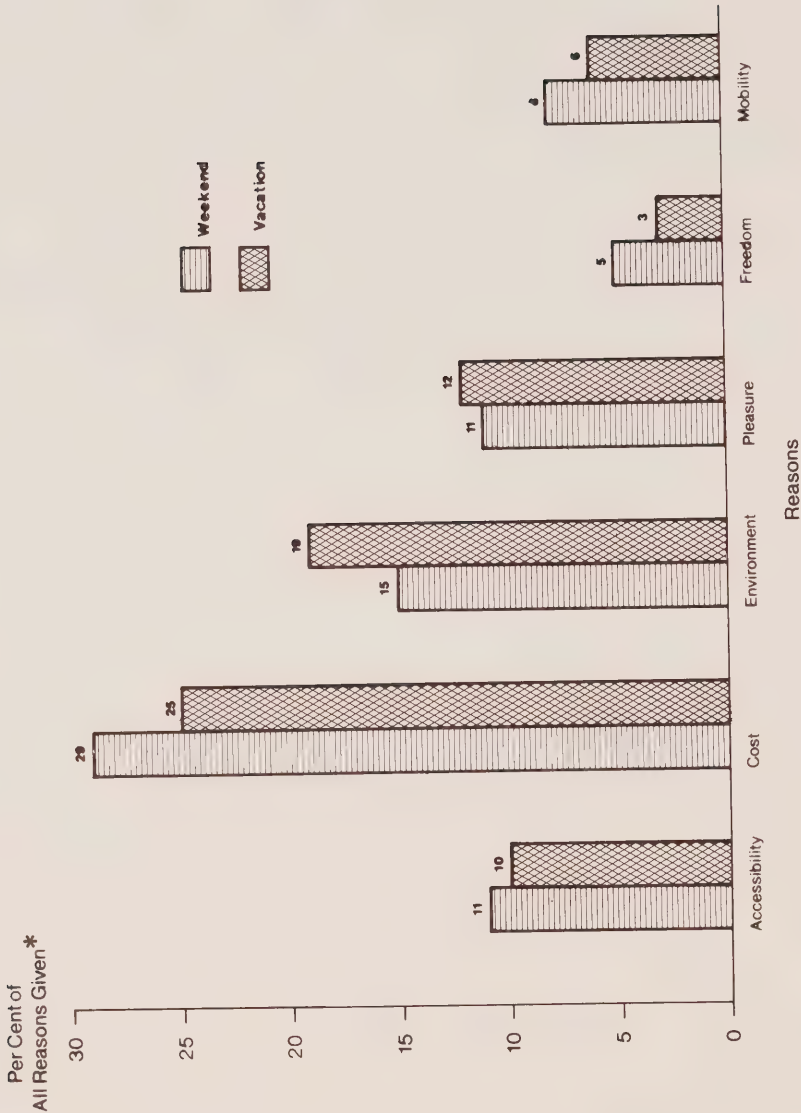
- . The most important reason for people choosing to stay at the home of a friend or relative while on a preferred trip is to visit them. This reason accounts for 49.6 per cent of the responses pertaining to weekend trips and 53.2 per cent of those associated with vacation trips.

- . Cost is the second most frequently mentioned reason for staying at a private home as it accounts for 21.3 per cent of responses for preferred weekend excursions and 20.7 per cent for vacation trips.

- . Accessibility and comfort are the next most prevalent considerations for residents contemplating either type of trip.

FIGURE VIII-1

Distribution of Reasons Given for Using a Tent for Accommodation
While on a Preferred Weekend or Vacation Trip



* 3% and over

Source: Tables VIII-1, VIII-2

TABLE VIII-1

DISTRIBUTION¹ OF REASONS GIVEN FOR SELECTING TYPES OF ACCOMMODATION WHILE ON A PREFERRED WEEKEND TRIP

| Accommodation | Accessibility | Cost | Comfort | Privacy | Environment | Pleasure | Reliability | Visiting Friends, Relatives | Luxury | Variety | Social Reasons | Owner | Freedom | Mobility | No Choice | So I can do the Activity | Other |
|---------------------------------------|---------------|------|---------|---------|-------------|----------|-------------|-----------------------------|--------|---------|----------------|-------|---------|----------|-----------|--------------------------|-------|
| Hotel or Motel | 34.8 | 5.9 | 10.8 | 6.6 | - | * | 10.3 | - | 7.4 | * | * | - | 3.0 | * | 8.7 | 2.1 | 5.8 |
| Tent | 10.3 | 25.1 | * | 2.4 | 19.2 | 12.4 | - | - | - | 2.9 | - | 2.7 | 3.0 | 6.0 | 3.5 | * | 9.1 |
| Recreational (Camping) Vehicle | 16.5 | 25.9 | 6.1 | 2.3 | 7.0 | 7.2 | 2.1 | - | - | * | - | 17.2 | 4.5 | 6.3 | * | - | - |
| Private Recreation Home | 16.1 | 11.3 | 11.1 | 15.6 | 5.4 | 4.6 | 2.5 | 3.5 | * | * | 2.2 | 9.6 | 4.3 | - | 2.8 | 2.2 | 6.4 |
| Resort | 17.1 | 2.8 | 14.9 | 4.4 | 2.5 | 3.4 | 14.6 | - | 12.4 | 3.4 | 7.6 | - | * | - | 3.7 | 8.7 | 2.3 |
| Private Home of Friend or Relative | 10.4 | 20.7 | 4.8 | - | - | 2.0 | * | 49.6 | - | - | 3.9 | - | - | - | 2.2 | * | 2.2 |
| Mixed or Other | 18.4 | 16.5 | 8.8 | 4.3 | 2.1 | 4.5 | 4.8 | 2.4 | * | 2.1 | 5.6 | 5.9 | 2.7 | 4.5 | 7.2 | 3.5 | 5.9 |
| Overall Distribution of Reasons | 20.5 | 14.4 | 7.9 | 5.4 | 4.3 | 4.0 | 5.1 | 10.9 | 3.2 | 1.3 | 2.0 | 3.6 | 2.7 | 2.1 | 4.8 | 2.0 | 5.7 |

¹ Distribution (i.e., row per cent) -- each row of table sums to 100 per cent

* 1 per cent to 1.9 per cent

- Less than 1 per cent

TABLE VIII-2

DISTRIBUTION¹ OF REASONS GIVEN FOR SELECTING TYPES OF ACCOMMODATION WHILE ON A PREFERRED VACATION TRIP

| Accommodation | Accessibility | Cost | Comfort | Privacy | Environment | Pleasure | Reliability | Visiting Friends, Relatives | Luxury | Variety | Social Reasons | Owner | Freedom | Mobility | No Choice | So I can do the Activity | Other |
|------------------------------------|---------------|------|---------|---------|-------------|----------|-------------|-----------------------------|--------|---------|----------------|-------|---------|----------|-----------|--------------------------|-------|
| Hotel or Motel | 35.3 | 4.1 | 9.6 | 4.6 | - | - | 10.9 | - | 7.5 | * | 1.4 | - | 2.5 | * | 10.1 | 2.2 | 7.8 |
| Tent | 10.9 | 29.2 | * | * | 14.8 | 11.3 | - | - | - | * | * | 2.8 | 5.1 | 7.6 | 3.2 | - | 7.4 |
| Recreational (Camping) Vehicle | 18.3 | 30.7 | 4.1 | 2.2 | 5.7 | 3.9 | * | - | - | - | * | 10.0 | 5.4 | 11.6 | - | * | 4.3 |
| Private Recreation Home | 11.7 | 11.7 | 10.4 | 16.0 | 6.4 | 3.4 | 4.9 | 2.4 | 2.4 | * | * | 2.8 | 7.7 | - | 4.0 | 4.0 | 7.4 |
| Resort | 19.7 | 3.4 | 8.2 | 3.4 | 6.1 | 3.4 | 6.8 | - | 6.8 | 3.4 | 12.2 | - | 2.7 | - | 6.1 | 7.5 | 5.4 |
| Private Home of Friend or Relative | 8.5 | 21.3 | 3.2 | - | - | 2.0 | * | 53.2 | - | - | 2.7 | - | - | - | 2.9 | * | 2.2 |
| Mixed or Other | 18.3 | 23.2 | 5.9 | 3.5 | * | 3.1 | 3.6 | 6.0 | * | 2.0 | 9.1 | * | 4.8 | 4.8 | 5.2 | * | 4.8 |
| Overall Distribution of Reasons | 23.8 | 13.9 | 7.0 | 3.7 | 2.0 | 2.3 | 6.4 | 11.7 | 4.1 | * | 2.7 | * | 3.0 | 2.7 | 6.6 | * | 5.9 |

¹ Distribution (i.e., row per cent) -- each row of table sums to 100 per cent

* 1 per cent to 1.9 per cent

- Less than 1 per cent

APPENDIX A

TABLES

The tables in this appendix summarize the per cent of the Ontario population, in various demographic categories, who:

- a) desire more frequent participation in present activities
- b) desire to participate again in past activities
- c) desire to begin participation in new activities

TABLE A-2

PER CENT OF ONTARIO POPULATION OF EACH SEX DESIRING
MORE FREQUENT PARTICIPATION IN PRESENT ACTIVITIES

| Activities | Male | Female |
|---|------|--------|
| Swimming | 13.3 | 19.0 |
| Fishing | 14.4 | 2.5 |
| Downhill Skiing | 2.9 | 2.6 |
| Water-skiing | 3.2 | 2.0 |
| Camping | 6.3 | 5.0 |
| Touring | 5.6 | 6.3 |
| Golfing | 8.0 | * |
| Tennis | 4.0 | 3.3 |
| Horseback Riding | * | 4.0 |
| Ice Skating | 2.7 | 5.0 |
| Alley Bowling | 2.5 | 3.7 |
| Snowmobiling | 4.2 | 2.9 |
| Hunting | 5.4 | - |
| Bicycling | 2.3 | 3.6 |
| Ice Hockey | 5.1 | - |
| Motor Boating | 5.6 | 2.0 |
| Canoeing | 2.7 | * |
| Baseball or Softball | 2.6 | 3.1 |
| Picnicking | 2.4 | 3.2 |
| Attending a Live Theatre or Concert Performance | * | * |
| Recreational Driving | | 2.4 |
| Recreational Walking | 2.4 | 3.0 |

* 1 per cent to 1.9 per cent
- Less than 1 per cent
Note: Underlined values indicate cases of above-average preference

TABLE A-1

PER CENT OF ONTARIO POPULATION OF VARIOUS AGE CATEGORIES
DESIRING MORE FREQUENT PARTICIPATION IN PRESENT ACTIVITIES

| Activities | 12 to 19 Years | 20 to 49 Years | 50 and Older |
|---|----------------|----------------|--------------|
| Swimming | 23.7 | 18.9 | 5.5 |
| Fishing | 5.6 | 10.3 | 6.0 |
| Downhill Skiing | 5.8 | 2.9 | - |
| Water-skiing | 6.3 | 2.4 | - |
| Camping | 6.8 | 7.6 | * |
| Touring | 4.1 | 5.6 | 7.8 |
| Golfing | 3.7 | 5.7 | 3.9 |
| Tennis | 5.3 | 4.5 | - |
| Horseback Riding | 9.6 | * | - |
| Ice Skating | 7.4 | 4.2 | - |
| Alley Bowling | 2.5 | 3.8 | 2.2 |
| Snowmobiling | 5.4 | 4.3 | - |
| Hunting | 2.4 | 3.6 | - |
| Bicycling | 5.5 | 3.1 | - |
| Ice Hockey | 8.3 | 2.0 | - |
| Motor Boating | 3.4 | 3.4 | * |
| Canoeing | 3.9 | 2.7 | - |
| Baseball or Softball | 6.7 | * | - |
| Picnicking | * | 3.9 | * |
| Attending a Live Theatre or Concert Performance | 2.4 | 2.8 | 2.1 |
| Recreational Driving | * | 2.4 | 3.0 |
| Recreational Walking | * | 2.6 | 2.0 |

* 1 per cent to 1.9 per cent
- Less than 1 per cent
Note: Underlined values indicate cases of above-average preference

TABLE A-3

PER CENT OF ONTARIO POPULATION IN VARIOUS HOUSEHOLD INCOME CATEGORIES DESIRING MORE FREQUENT PARTICIPATION IN PRESENT ACTIVITIES.

| Activities | Less than \$10,000 | \$10,000 to \$14,999 | \$15,000 and larger |
|---|--------------------|----------------------|---------------------|
| Swimming | 14.1 | 17.5 | 19.7 |
| Fishing | 8.1 | 9.7 | 10.1 |
| Downhill Skiing | * | 2.6 | 4.8 |
| Water-skiing | | 2.3 | 4.2 |
| Camping | 5.6 | 7.4 | 5.2 |
| Touring | 6.5 | 6.7 | 5.0 |
| Golfing | 2.5 | 5.4 | 8.3 |
| Tennis | * | 3.4 | 6.5 |
| Horseback Riding | 2.4 | 3.7 | 2.1 |
| Ice Skating | 2.9 | 4.3 | 4.2 |
| Alley Bowling | 3.0 | 4.1 | 2.3 |
| Recreational Snowmobiling | 2.7 | 4.0 | 5.0 |
| Hunting | 2.7 | 3.5 | 3.4 |
| Bicycling | * | 2.8 | 4.2 |
| Ice Hockey | 2.3 | 3.5 | 2.9 |
| Motor Boating | 2.0 | 3.4 | 4.4 |
| Canoeing | * | 2.7 | 3.4 |
| Baseball or Softball | 2.1 | 2.3 | * |
| Picnicking | 3.0 | 2.5 | 2.8 |
| Attending a Live Theatre or Concert Performance | * | 2.3 | 3.8 |
| Recreational Driving | 2.7 | 2.3 | 2.3 |
| Recreational Walking | 2.4 | 2.3 | 2.2 |

* 1 per cent to 1.9 per cent

- Less than 1 per cent

Note: Underlined values indicate cases of above-average preference

TABLE A-4

PER CENT OF ONTARIO POPULATION IN VARIOUS EDUCATIONAL CATEGORIES DESIRING MORE FREQUENT PARTICIPATION IN PRESENT ACTIVITIES

| Activities | Less than Grade 9 | Grade 9 to 13 | Grade 12 plus Post-Secondary |
|---|-------------------|---------------|------------------------------|
| Swimming | 23.7 | 18.9 | 5.5 |
| Fishing | 8.0 | 8.8 | 8.4 |
| Downhill Skiing | * | 2.4 | 4.8 |
| Water-skiing | * | 2.6 | 3.3 |
| Camping | 4.0 | 6.2 | 6.7 |
| Touring | 5.0 | 5.8 | 7.4 |
| Golfing | * | 4.9 | 8.2 |
| Tennis | * | 2.9 | 7.5 |
| Horseback Riding | 3.2 | 3.3 | 2.0 |
| Ice Skating | 2.9 | 4.3 | 3.9 |
| Alley Bowling | 2.7 | 3.7 | 2.7 |
| Snowmobiling | 2.4 | 5.0 | 2.5 |
| Hunting | 2.5 | 3.3 | 2.2 |
| Bicycling | 2.1 | 2.9 | 3.7 |
| Ice Hockey | 2.6 | 3.2 | 2.0 |
| Motor Boating | 2.4 | 3.4 | 3.0 |
| Canoeing | * | * | 4.9 |
| Baseball or Softball | 3.0 | 2.0 | * |
| Picnicking | 2.6 | 2.7 | 3.1 |
| Attending a Live Theatre or Concert Performance | - | 2.3 | 4.8 |
| Recreational Driving | 2.4 | 2.6 | 2.1 |
| Recreational Walking | * | * | 3.6 |

* 1 per cent to 1.9 per cent

- Less than 1 per cent

Note: Underlined values indicate cases of above-average preference

TABLE A-5

PER CENT OF ONTARIO POPULATION LIVING IN VARIOUS SIZES
OF COMMUNITIES DESIRING MORE FREQUENT PARTICIPATION IN
PRESENT ACTIVITIES

| Activities | 100,000 and larger | 5,000 to 99,999 | Less than 5,000 |
|--|-----------------------|--------------------|--------------------|
| Swimming | <u>16.7</u> | <u>16.2</u> | <u>15.0</u> |
| Fishing | <u>6.8</u> | <u>9.8</u> | <u>9.9</u> |
| Downhill Skiing | <u>3.4</u> | <u>2.6</u> | <u>*</u> |
| Water-skiing | <u>2.3</u> | <u>3.0</u> | <u>2.6</u> |
| Camping | <u>4.4</u> | <u>6.6</u> | <u>7.0</u> |
| Touring | <u>5.6</u> | <u>5.2</u> | <u>7.4</u> |
| Golfing | <u>4.5</u> | <u>6.0</u> | <u>4.1</u> |
| Tennis | <u>4.9</u> | <u>3.0</u> | <u>2.0</u> |
| Horseback Riding | <u>9.6</u> | <u>*</u> | <u>-</u> |
| Ice Skating | <u>4.0</u> | <u>3.9</u> | <u>3.6</u> |
| Alley Bowling | <u>3.1</u> | <u>3.3</u> | <u>3.0</u> |
| Snowmobiling | <u>*</u> | <u>4.5</u> | <u>6.8</u> |
| Hunting | <u>3.0</u> | <u>3.5</u> | <u>4.2</u> |
| Bicycling | <u>2.3</u> | <u>3.1</u> | <u>2.4</u> |
| Ice Hockey | <u>3.4</u> | <u>3.1</u> | <u>3.2</u> |
| Motor Boating | <u>2.2</u> | <u>3.4</u> | <u>3.4</u> |
| Canoeing | <u>*</u> | <u>2.6</u> | <u>2.2</u> |
| Baseball or Softball | <u>3.3</u> | <u>2.0</u> | <u>*</u> |
| Picnicking | <u>3.3</u> | <u>2.9</u> | <u>*</u> |
| Attending a Live Theatre or Concert Performance | <u>2.3</u> | <u>2.1</u> | <u>*</u> |
| Recreational Driving | <u>2.3</u> | <u>2.3</u> | <u>2.8</u> |
| Recreational Walking | <u>2.7</u> | <u>*</u> | <u>*</u> |

* 1 per cent to 1.9 per cent

- Less than 1 per cent

Note: Underlined values indicate cases of above-average
preference

TABLE A-6

PER CENT OF ONTARIO POPULATION LIVING IN VARIOUS DWELLING
TYPES DESIRING MORE FREQUENT PARTICIPATION IN PRESENT
ACTIVITIES

| Activities | Single Detached | Apartment or Duplex | Other |
|--|--------------------|------------------------|-------------|
| Swimming | <u>16.0</u> | <u>17.3</u> | <u>16.3</u> |
| Fishing | <u>8.6</u> | <u>6.6</u> | <u>9.3</u> |
| Downhill Skiing | <u>2.9</u> | <u>3.5</u> | <u>*</u> |
| Water-skiing | <u>2.9</u> | <u>2.1</u> | <u>*</u> |
| Camping | <u>5.8</u> | <u>5.5</u> | <u>5.2</u> |
| Touring | <u>6.2</u> | <u>5.2</u> | <u>5.5</u> |
| Golfing | <u>4.9</u> | <u>4.4</u> | <u>4.4</u> |
| Tennis | <u>3.6</u> | <u>4.3</u> | <u>3.7</u> |
| Horseback Riding | <u>3.1</u> | <u>2.6</u> | <u>2.3</u> |
| Ice Skating | <u>4.0</u> | <u>3.2</u> | <u>4.0</u> |
| Alley Bowling | <u>3.0</u> | <u>3.9</u> | <u>3.3</u> |
| Snowmobiling | <u>4.1</u> | <u>*</u> | <u>2.6</u> |
| Hunting | <u>3.1</u> | <u>*</u> | <u>2.5</u> |
| Bicycling | <u>2.8</u> | <u>3.2</u> | <u>3.7</u> |
| Ice Hockey | <u>2.8</u> | <u>2.1</u> | <u>3.0</u> |
| Motor Boating | <u>3.3</u> | <u>2.6</u> | <u>2.3</u> |
| Canoeing | <u>2.7</u> | <u>*</u> | <u>*</u> |
| Baseball or Softball | <u>2.1</u> | <u>*</u> | <u>*</u> |
| Picnicking | <u>2.8</u> | <u>2.2</u> | <u>3.5</u> |
| Attending a Live Theatre or Concert Performance | <u>2.2</u> | <u>3.4</u> | <u>3.3</u> |
| Recreational Driving | <u>2.5</u> | <u>*</u> | <u>2.7</u> |
| Recreational Walking | <u>2.0</u> | <u>2.4</u> | <u>2.8</u> |

* 1 per cent to 1.9 per cent

- Less than 1 per cent

Note: Underlined values indicate cases of above-average
preference

TABLE A-7

PER CENT OF ONTARIO POPULATION IN VARIOUS CATEGORIES
OF HOUSEHOLD COMPOSITION DESIRING MORE FREQUENT
PARTICIPATION IN PRESENT ACTIVITIES

| Activities | Single Person or Couple | Non- Family | Family |
|--|----------------------------|----------------|-------------|
| Swimming | 10.2 | 15.2 | 20.6 |
| Fishing | 7.0 | 7.2 | <u>10.3</u> |
| Downhill Skiing | 2.4 | 3.0 | 2.8 |
| Water-skiing | - | 3.0 | 3.1 |
| Camping | 3.7 | 5.1 | 7.3 |
| Touring | 7.5 | 5.9 | <u>5.1</u> |
| Golfing | <u>4.3</u> | 4.0 | 6.0 |
| Tennis | 2.8 | 3.7 | 4.1 |
| Horseback Riding | * | 3.0 | 3.0 |
| Ice Skating | * | 4.0 | 5.1 |
| Alley Bowling | 2.3 | 3.2 | 3.5 |
| Snowmobiling | * | 3.9 | 4.3 |
| Hunting | 2.1 | 2.5 | 3.4 |
| Bicycling | 2.0 | 2.8 | 3.6 |
| Ice Hockey | - | 3.2 | <u>3.3</u> |
| Motor Boating | 2.0 | 3.1 | 3.4 |
| Canoeing | * | 2.7 | 2.2 |
| Baseball or Softball | - | 2.5 | 2.5 |
| Picnicking | * | 2.3 | 4.0 |
| Attending a Live Theatre or Concert Performance | <u>2.6</u> | 3.0 | 2.0 |
| Recreational Driving | 2.2 | 3.0 | * |
| Recreational Walking | <u>2.2</u> | 2.3 | 2.0 |

* 1 per cent to 1.9 per cent
- Less than 1 per cent

Note: Underlined values indicate cases of above-average
preference

TABLE A-8

PER CENT OF ONTARIO POPULATION IN VARIOUS RESIDENTIAL
MOBILITY¹ CATEGORIES DESIRING MORE FREQUENT PARTICIPATION
IN PRESENT ACTIVITIES

| Activities | Zero | One | Two or More |
|--|------------|------------|----------------|
| Swimming | 13.0 | 18.2 | 23.3 |
| Fishing | 7.7 | <u>8.6</u> | <u>10.1</u> |
| Downhill Skiing | 2.4 | 3.1 | <u>3.8</u> |
| Water-skiing | 2.5 | 3.0 | 2.5 |
| Camping | 4.8 | 5.5 | 8.1 |
| Touring | 6.5 | 4.8 | <u>5.3</u> |
| Golfing | <u>4.4</u> | 5.4 | 5.6 |
| Tennis | 2.9 | 3.1 | 6.2 |
| Horseback Riding | 2.8 | 3.4 | <u>3.2</u> |
| Ice Skating | 3.8 | 4.0 | 4.0 |
| Alley Bowling | 3.0 | 3.2 | 3.5 |
| Snowmobiling | 3.1 | <u>4.4</u> | <u>3.9</u> |
| Hunting | 2.8 | 2.6 | <u>3.1</u> |
| Bicycling | 2.8 | 2.1 | 4.1 |
| Ice Hockey | 2.5 | 3.2 | <u>3.1</u> |
| Motor Boating | 2.0 | 3.1 | <u>3.4</u> |
| Canoeing | 2.3 | * | 3.0 |
| Baseball or Softball | 2.1 | 2.0 | * |
| Picnicking | <u>2.4</u> | 2.7 | 4.1 |
| Attending a Live Theatre or Concert Performance | 2.0 | <u>2.8</u> | <u>3.4</u> |
| Recreational Driving | 2.3 | 2.0 | 3.0 |
| Recreational Walking | 2.0 | * | <u>3.2</u> |

¹ Residential mobility is measured by the number of residential
moves in the past five years

* 1 per cent to 1.9 per cent

Note: Underlined values indicate cases of above-average
preference

TABLE A-9

PER CENT OF ONTARIO POPULATION IN VARIOUS OCCUPATIONAL CLASSIFICATIONS DESIRING MORE FREQUENT PARTICIPATION IN PRESENT ACTIVITIES¹

| Activities | Managerial, Administrative and Related | Technological, Social and Cultural | Clerical, Sales and Service | Farming and Other Primary | Processing, Machinery, Fabricating and Construction |
|---|--|------------------------------------|-----------------------------|---------------------------|---|
| Swimming | 15 | 19 | 16 | 6 | 11 |
| Fishing | 9 | 8 | 8 | 13 | 18 |
| Downhill Skiing | 5 | 6 | 2 | <u>3</u> | * |
| Water-skiing | 3 | 7 | * | 7 | 6 |
| Camping | 6 | 6 | 6 | 11 | 7 |
| Touring | 12 | 8 | 6 | 2 | 6 |
| Golfing | <u>6</u> | 8 | 4 | - | * |
| Tennis | - | 2 | 3 | - | * |
| Horseback Riding | 3 | 2 | 3 | * | 2 |
| Ice Skating | 2 | 7 | 4 | - | 2 |
| Alley Bowling | * | 3 | 4 | 6 | 5 |
| Snowmobiling | 3 | 3 | 4 | 2 | 6 |
| Hunting | 2 | 3 | 3 | - | * |
| Bicycling | 2 | 4 | 3 | - | * |
| Ice Hockey | 2 | 3 | 3 | - | * |
| Motor Boating | 2 | 3 | 3 | 6 | 2 |
| Canoeing | 2 | 3 | 3 | 2 | 2 |
| Baseball or Softball | 4 | 4 | 3 | 2 | 2 |
| Picnicking | 4 | 3 | 3 | 4 | 2 |
| Attending a Live Theatre or Concert Performance | 4 | 3 | 2 | 2 | 2 |
| Recreational Driving | 5 | 5 | 2 | 4 | 5 |
| Recreational Walking | * | 3 | 3 | 2 | 2 |
| | 3 | 5 | 3 | 4 | 4 |

* 1 per cent to 1.9 per cent

- Less than 1 per cent

+ Insufficient sample size does not allow the inclusion of a significant decimal

Note: Underlined values indicate cases of above-average preference

TABLE A-10

PER CENT OF ONTARIO POPULATION IN VARIOUS LANGUAGE¹ CATEGORIES DESIRING MORE FREQUENT PARTICIPATION IN PRESENT ACTIVITIES¹

| Activities | English Only | French | Other European | Other |
|---|--------------|--------|----------------|-------|
| Swimming | 16 | 19 | 18 | 10 |
| Fishing | 9 | 10 | 7 | 8 |
| Downhill Skiing | 3 | 3 | 2 | * |
| Water-skiing | 4 | 2 | 2 | 2 |
| Camping | 6 | 7 | 5 | * |
| Touring | 6 | 7 | 6 | 8 |
| Golfing | 6 | 3 | 2 | 2 |
| Tennis | 3 | 3 | 4 | 9 |
| Horseback Riding | 4 | 5 | 3 | * |
| Ice Skating | 3 | 3 | 3 | 5 |
| Alley Bowling | 3 | 3 | * | * |
| Snowmobiling | 4 | 4 | 2 | - |
| Hunting | 4 | 4 | 2 | 2 |
| Bicycling | 3 | 5 | 2 | 2 |
| Ice Hockey | 3 | 5 | 2 | 2 |
| Motor Boating | 3 | 3 | 2 | 2 |
| Canoeing | 3 | 2 | * | 2 |
| Baseball or Softball | * | 2 | 3 | - |
| Picnicking | 2 | 2 | 1 | 4 |
| Attending a Live Theatre or Concert Performance | 3 | 2 | 3 | * |
| Recreational Driving | 2 | 3 | * | 5 |
| Recreational Walking | 2 | * | 3 | 2 |

¹ Defined on first two major languages spoken in the household

* 1 per cent to 1.9 per cent

- Less than 1 per cent

+ Insufficient sample size does not allow the inclusion of a significant decimal

Note: Underlined values indicate cases of above-average preference

TABLE A-11

PER CENT OF ONTARIO POPULATION OF VARIOUS AGE CATEGORIES
DESIRING TO PARTICIPATE AGAIN IN PAST ACTIVITIES

| Activities | 12 to 19 Years | 20 to 49 Years | 50 and Older |
|------------------|-------------------|-------------------|-----------------|
| Swimming | * | 2.8 | * |
| Fishing | 2.0 | 2.6 | 2.5 |
| Downhill Skiing | 3.8 | 3.4 | - |
| Water-skiing | 3.9 | 2.2 | * |
| Camping | 2.7 | 3.4 | 4.5 |
| Touring | - | 2.0 | - |
| Tennis | 2.4 | 3.0 | - |
| Horseback Riding | 4.5 | 2.5 | * |
| Ice Skating | * | 3.9 | * |
| Alley Bowling | * | 3.4 | 3.8 |

* 1 per cent to 1.9 per cent

- Less than 1 per cent

Note: Underlined values indicate cases of above-average preference

TABLE A-12

PER CENT OF ONTARIO POPULATION OF EACH SEX DESIRING
TO PARTICIPATE AGAIN IN PAST ACTIVITIES

| Activities | Male | Female |
|------------------|------|--------|
| Swimming | * | 2.8 |
| Fishing | 3.5 | * |
| Downhill Skiing | 2.8 | 2.3 |
| Water-skiing | 2.1 | * |
| Camping | 3.1 | 2.3 |
| Touring | 2.6 | 2.1 |
| Tennis | 2.0 | 2.5 |
| Horseback Riding | * | 3.1 |
| Ice Skating | * | 3.5 |
| Alley Bowling | * | 4.3 |

* 1 per cent to 1.9 per cent

Note: Underlined values indicate cases of above-average preference

TABLE A-13
PER CENT OF ONTARIO POPULATION IN VARIOUS HOUSEHOLD INCOME
CATEGORIES DESIRING TO PARTICIPATE AGAIN IN PAST ACTIVITIES

| Activities | Less than \$10,000 | \$10,000 to \$14,999 | \$15,000 and larger |
|------------------|-----------------------|-------------------------|------------------------|
| Swimming | 2.9 | 2.5 | * |
| Fishing | <u>3.6</u> | 2.1 | * |
| Downhill Skiing | 2.3 | 2.8 | 3.4 |
| Water-skiing | * | 2.1 | <u>2.7</u> |
| Camping | 2.6 | 3.2 | * |
| Touring | 3.0 | * | 3.3 |
| Tennis | <u>*</u> | 2.4 | <u>3.4</u> |
| Horseback Riding | * | 2.3 | 3.1 |
| Ice Skating | 2.1 | 3.1 | 3.1 |
| Alley Bowling | <u>3.4</u> | <u>3.7</u> | |

* 1 per cent to 1.9 per cent

Note: Underlined values indicate cases of above-average preference

TABLE A-14

PER CENT OF ONTARIO POPULATION IN VARIOUS EDUCATIONAL
CATEGORIES DESIRING TO PARTICIPATE AGAIN IN PAST ACTIVITIES

| Activities | Less than Grade 9 | Grade 9 to 13 | Grade 12 plus Post-Secondary |
|------------------|----------------------|------------------|---------------------------------|
| Swimming | * | 2.8 | * |
| Fishing | 3.0 | <u>2.4</u> | 2.0 |
| Downhill Skiing | - | 2.4 | 4.7 |
| Water-skiing | * | 2.4 | <u>2.4</u> |
| Camping | 2.3 | <u>2.3</u> | <u>3.9</u> |
| Touring | 3.1 | 2.3 | * |
| Tennis | - | 2.1 | 4.1 |
| Horseback Riding | * | 2.4 | <u>3.7</u> |
| Ice Skating | * | <u>3.5</u> | <u>3.2</u> |
| Alley Bowling | 2.3 | <u>3.8</u> | 2.7 |

* 1 per cent to 1.9 per cent

- Less than 1 per cent

Note: Underlined values indicate cases of above-average preference

TABLE A-15

PER CENT OF ONTARIO POPULATION LIVING IN VARIOUS SIZES OF COMMUNITIES DESIRING TO PARTICIPATE AGAIN IN PAST ACTIVITIES

| Activities | 100,000 and larger | 5,000 to 99,999 | Less than 5,000 |
|------------------|--------------------|-----------------|-----------------|
| Swimming | 2.7 | 2.1 | * |
| Fishing | 2.1 | 2.7 | 2.8 |
| Downhill Skiing | 2.4 | 2.8 | 2.4 |
| Water-skiing | * | 2.2 | 2.3 |
| Camping | 2.3 | 3.0 | 3.1 |
| Touring | 2.5 | * | 3.0 |
| Tennis | 2.7 | * | * |
| Horseback Riding | 4.5 | 2.5 | - |
| Ice Skating | 2.9 | 2.7 | 2.4 |
| Alley Bowling | 2.9 | 3.0 | 3.6 |

* 1 per cent to 1.9 per cent

- Less than 1 per cent

Note: Underlined values indicate cases of above-average preference

TABLE A-16

PER CENT OF ONTARIO POPULATION LIVING IN VARIOUS DWELLING TYPES DESIRING TO PARTICIPATE AGAIN IN PAST ACTIVITIES

| Activities | Single Detached | Apartment or Duplex | Other |
|------------------|-----------------|---------------------|-------|
| Swimming | 2.0 | 2.7 | 3.7 |
| Fishing | 2.2 | 3.1 | 3.6 |
| Downhill Skiing | 2.4 | 2.2 | - |
| Water-skiing | 2.0 | 4.1 | 2.3 |
| Camping | 2.7 | 2.8 | 2.7 |
| Touring | 2.2 | * | 3.0 |
| Tennis | * | 3.7 | 3.2 |
| Horseback Riding | 2.3 | 3.1 | 2.2 |
| Ice Hockey | 2.7 | 3.7 | 2.0 |
| Alley Bowling | 3.2 | 3.2 | 2.8 |

* 1 per cent to 1.9 per cent

- Less than 1 per cent

Note: Underlined values indicate cases of above-average preference

TABLE A-17

PER CENT OF ONTARIO POPULATION IN VARIOUS CATEGORIES OF HOUSEHOLD COMPOSITION DESIRING TO PARTICIPATE AGAIN IN PAST ACTIVITIES

| Activities | Single Person or Couple | Non- Family | Family |
|------------------|----------------------------|----------------|--------|
| Swimming | 2.1 | * | 2.9 |
| Fishing | 2.6 | 2.5 | 2.3 |
| Downhill Skiing | * | 2.1 | 3.4 |
| Water-skiing | * | * | 2.6 |
| Camping | * | 2.5 | 3.7 |
| Touring | 3.4 | 2.3 | * |
| Tennis | * | * | 2.8 |
| Horseback Riding | * | 2.0 | 3.3 |
| Ice Skating | 2.0 | 2.2 | 3.6 |
| Alley Bowling | 2.8 | 2.8 | 3.6 |

* 1 per cent to 1.9 per cent

Note: Underlined values indicate cases of above-average preference

TABLE A-18

PER CENT OF ONTARIO POPULATION IN VARIOUS RESIDENTIAL MOBILITY¹ CATEGORIES DESIRING TO PARTICIPATE AGAIN IN PAST ACTIVITIES

| Activities | Zero | One | Two or More |
|------------------|------|-----|----------------|
| Swimming | * | 3.2 | 2.8 |
| Fishing | 2.5 | 2.3 | 2.5 |
| Downhill Skiing | * | 3.2 | 5.1 |
| Water-skiing | * | * | 3.7 |
| Camping | 2.0 | 3.5 | 4.0 |
| Touring | 2.9 | * | * |
| Tennis | * | 3.0 | 4.1 |
| Horseback Riding | 2.0 | 2.5 | 3.4 |
| Ice Skating | 2.1 | 3.5 | 3.7 |
| Alley Bowling | 3.1 | 3.1 | 3.3 |

¹ Residential mobility is measured by the number of residential moves in the past five years

* 1 per cent to 1.9 per cent

Note: Underlined values indicate cases of above-average preference

TABLE A-19

PER CENT OF ONTARIO POPULATION IN VARIOUS OCCUPATIONAL CLASSIFICATIONS DESIRING TO PARTICIPATE AGAIN IN PAST ACTIVITIES⁺

| Activities | Managerial, Administrative and Related | Technological, Social and Cultural | Clerical, Sales and Service | Farming and Other Primary | Processing, Machinery, Fabricating and Construction |
|------------------|--|------------------------------------|-----------------------------|---------------------------|---|
| Swimming | 2 | 2 | 3 | * | 2 |
| Fishing | 3 | * | 2 | 5 | 4 |
| Downhill Skiing | 3 | 4 | * | * | * |
| Water-skiing | 2 | 3 | * | * | * |
| Camping | 2 | 3 | 2 | 4 | 3 |
| Touring | 4 | 2 | 2 | 3 | 3 |
| Tennis | 1 | 2 | 2 | 2 | 2 |
| Horseback Riding | 3 | 4 | 3 | * | * |
| Ice Skating | * | 3 | * | * | 2 |
| Alley Bowling | 4 | 3 | 3 | * | 2 |
| | 2 | 3 | 3 | 3 | |

* 1 per cent to 1.9 per cent
- Less than 1 per cent
+ Insufficient sample size does not allow the inclusion of a significant decimal
Note: Underlined values indicate cases of above-average preference

TABLE A-20

PER CENT OF ONTARIO POPULATION IN VARIOUS LANGUAGE¹ CATEGORIES DESIRING TO PARTICIPATE AGAIN IN PAST ACTIVITIES⁺

| Activities | English Only | French | Other European | Other |
|------------------|--------------|--------|----------------|-------|
| Swimming | 2 | 2 | 3 | 8 |
| Fishing | 2 | 3 | 3 | 3 |
| Downhill Skiing | * | 4 | * | - |
| Water-skiing | 2 | 2 | * | * |
| Camping | 3 | 3 | 2 | 2 |
| Touring | 2 | 3 | 4 | 2 |
| Tennis | 2 | 2 | 2 | 4 |
| Horseback Riding | 3 | * | * | * |
| Ice Skating | 3 | 3 | * | 3 |
| Alley Bowling | 3 | 1 | 1 | 3 |

¹ Defined on first two major languages spoken in the household
* 1 per cent to 1.9 per cent
- Less than 1 per cent
+ Insufficient sample size does not allow the inclusion of a significant decimal
Note: Underlined values indicate cases of above-average preference

TABLE A-22

PER CENT OF ONTARIO POPULATION OF EACH SEX DESIRING
TO BEGIN PARTICIPATION IN NEW ACTIVITIES

| Activities | Male | Female |
|----------------------|------------|------------|
| Downhill Skiing | 4.9 | 6.9 |
| Water-skiing | 4.6 | <u>6.2</u> |
| Golfing | 2.2 | <u>3.0</u> |
| Tennis | * | <u>3.8</u> |
| Horseback Riding | * | <u>3.4</u> |
| Recreational Flying | 7.2 | <u>3.3</u> |
| Skin or Scuba Diving | <u>5.8</u> | 2.8 |
| Cross Country Skiing | 2.8 | <u>3.9</u> |
| Sailing | <u>2.8</u> | * |

* 1 per cent to 1.9 per cent

Note: Underlined values indicate cases of above-average preference

TABLE A-21

PER CENT OF ONTARIO POPULATION OF VARIOUS AGE CATEGORIES
DESIRING TO BEGIN PARTICIPATION IN NEW ACTIVITIES

| Activities | 12 to 19 Years | 20 to 49 Years | 50 and Older |
|----------------------|-------------------|-------------------|-----------------|
| Downhill Skiing | 9.1 | 6.9 | * |
| Water-skiing | <u>13.3</u> | 4.8 | - |
| Golfing | * | 3.1 | 2.4 |
| Tennis | 3.2 | <u>3.6</u> | - |
| Horseback Riding | <u>4.2</u> | 2.9 | - |
| Recreational Flying | 7.3 | 6.5 | * |
| Skin or Scuba Diving | <u>9.8</u> | 4.2 | - |
| Cross Country Skiing | 2.8 | <u>4.7</u> | * |
| Sailing | <u>4.7</u> | <u>2.5</u> | - |

* 1 per cent to 1.9 per cent

- Less than 1 per cent

Note: Underlined values indicate cases of above-average preference

TABLE A-23

PER CENT OF ONTARIO POPULATION IN VARIOUS HOUSEHOLD INCOME CATEGORIES DESIRING TO BEGIN PARTICIPATION IN NEW ACTIVITIES

| Activities | Less than \$10,000 | \$10,000 to \$14,999 | \$15,000 and larger |
|----------------------|--------------------|----------------------|---------------------|
| Downhill Skiing | 3.9 | 80.4 | 78.6 |
| Water-skiing | 4.2 | <u>6.4</u> | <u>6.1</u> |
| Golfing | 2.7 | 3.1 | 2.8 |
| Tennis | 2.1 | <u>3.1</u> | 3.9 |
| Horseback Riding | 2.1 | 2.4 | <u>3.1</u> |
| Recreational Flying | 3.7 | 6.0 | <u>7.5</u> |
| Skin or Scuba Diving | 3.0 | <u>4.8</u> | 5.8 |
| Cross Country Skiing | 2.0 | <u>3.1</u> | <u>4.7</u> |
| Sailing | * | 2.9 | <u>4.4</u> |

* 1 per cent to 1.9 per cent

Note: Underlined values indicate cases of above-average preference

TABLE A-24

PER CENT OF ONTARIO POPULATION IN VARIOUS EDUCATIONAL CATEGORIES DESIRING TO BEGIN PARTICIPATION IN NEW ACTIVITIES

| Activities | Less than Grade 9 | Grade 9 to 13 | Grade 12 plus Post-Secondary |
|----------------------|-------------------|---------------|------------------------------|
| Downhill | 4.3 | 6.3 | <u>7.3</u> |
| Water-skiing | 4.9 | <u>6.2</u> | <u>4.3</u> |
| Golfing | * | 3.1 | 2.7 |
| Tennis | * | <u>3.3</u> | <u>3.2</u> |
| Horseback Riding | * | <u>2.9</u> | <u>3.1</u> |
| Recreational Flying | 2.4 | <u>4.9</u> | 8.9 |
| Skin or Scuba Diving | 2.1 | 5.0 | <u>5.5</u> |
| Cross Country Skiing | * | <u>2.8</u> | <u>6.3</u> |
| Sailing | * | 2.2 | <u>4.1</u> |

* 1 per cent to 1.9 per cent

Note: Underlined values indicate cases of above-average preference

TABLE A-25

PER CENT OF ONTARIO POPULATION LIVING IN VARIOUS SIZES OF COMMUNITIES DESIRING TO BEGIN PARTICIPATION IN NEW ACTIVITIES

| Activities | 100,000 and Larger | 5,000 to 99,999 | Less than 5,000 |
|----------------------|--------------------|-----------------|-----------------|
| Downhill Skiing | <u>5.9</u> | <u>6.7</u> | <u>5.1</u> |
| Water-skiing | <u>4.6</u> | <u>5.7</u> | <u>6.6</u> |
| Golfing | <u>2.5</u> | <u>2.7</u> | <u>2.9</u> |
| Tennis | <u>2.7</u> | <u>3.0</u> | <u>2.8</u> |
| Horseback Riding | <u>4.2</u> | <u>2.9</u> | <u>-</u> |
| Recreational Flying | <u>7.3</u> | <u>6.5</u> | <u>*</u> |
| Skin or Scuba Diving | <u>4.5</u> | <u>4.2</u> | <u>3.9</u> |
| Cross Country Skiing | <u>4.3</u> | <u>2.6</u> | <u>2.2</u> |
| Sailing | <u>2.8</u> | <u>2.2</u> | <u>*</u> |

* 1 per cent to 1.9 per cent
 - Less than 1 per cent

Note: Underlined values indicate cases of above-average preference

TABLE A-26

PER CENT OF ONTARIO POPULATION LIVING IN VARIOUS DWELLING TYPES DESIRING TO BEGIN PARTICIPATION IN NEW ACTIVITIES

| Activities | Single Detached | Apartment or Duplex | Other |
|----------------------|-----------------|---------------------|------------|
| Downhill Skiing | <u>5.9</u> | <u>5.3</u> | <u>6.9</u> |
| Water-skiing | <u>5.4</u> | <u>5.8</u> | <u>4.1</u> |
| Golfing | <u>2.8</u> | <u>2.4</u> | <u>2.0</u> |
| Tennis | <u>2.7</u> | <u>3.3</u> | <u>2.6</u> |
| Horseback Riding | <u>2.0</u> | <u>3.0</u> | <u>5.5</u> |
| Recreational Flying | <u>5.3</u> | <u>5.5</u> | <u>4.7</u> |
| Skin or Scuba Diving | <u>4.3</u> | <u>4.8</u> | <u>3.7</u> |
| Cross Country Skiing | <u>3.5</u> | <u>3.7</u> | <u>2.8</u> |
| Sailing | <u>2.2</u> | <u>2.3</u> | <u>3.2</u> |

Note: Underlined values indicate cases of above-average preference

TABLE A-27

PER CENT OF ONTARIO POPULATION IN VARIOUS CATEGORIES OF HOUSEHOLD COMPOSITION DESIRING TO BEGIN PARTICIPATION IN NEW ACTIVITIES

| Activities | Single Person or Couple | Non- Family | Family |
|----------------------|----------------------------|----------------|--------|
| Downhill Skiing | 2.2 | 5.9 | 7.9 |
| Water-skiing | 2.5 | 5.2 | 7.2 |
| Golfing | 2.3 | 2.6 | 2.8 |
| Tennis | * | 2.5 | 3.7 |
| Horseback Riding | * | 2.8 | 2.9 |
| Recreational Flying | 3.3 | 6.3 | 5.3 |
| Skin or Scuba Diving | 2.1 | 5.2 | 4.6 |
| Cross Country Skiing | 3.0 | 3.5 | 3.5 |
| Sailing | 2.0 | 2.2 | 3.0 |

* 1 per cent to 1.9 per cent

Note: Underlined values indicate cases of above-average preference

TABLE A-28

PER CENT OF ONTARIO POPULATION IN VARIOUS RESIDENTIAL MOBILITY¹ CATEGORIES DESIRING TO BEGIN PARTICIPATION IN NEW ACTIVITIES

| Activities | Zero | One | Two or More |
|----------------------|------|-----|----------------|
| Downhill Skiing | 4.7 | 7.9 | 7.9 |
| Water-skiing | 5.0 | 5.4 | 6.3 |
| Golfing | 2.7 | 2.5 | 2.5 |
| Tennis | 2.0 | 3.8 | 3.8 |
| Horseback Riding | * | 2.6 | 4.5 |
| Recreational Flying | 4.5 | 4.5 | 7.8 |
| Skin or Scuba Diving | 3.7 | 4.6 | 5.7 |
| Cross Country Skiing | * | 5.1 | 5.9 |
| Sailing | 2.0 | 2.0 | 3.7 |

¹ Residential mobility is measured by the number of residential moves in the past five years

* 1 per cent to 1.9 per cent

Note: Underlined values indicate cases of above-average preference

TABLE A-29

PER CENT OF ONTARIO POPULATION IN VARIOUS OCCUPATIONAL CLASSIFICATIONS DESIRING TO BEGIN PARTICIPATION IN NEW ACTIVITIES¹

| Activities | Managerial, Administrative and Related | Technological, Social and Cultural | Clerical, Sales and Service | Farming and Other Primary | Processing, Machinery, Fabricating and Construction |
|----------------------|--|------------------------------------|-----------------------------|---------------------------|---|
| Downhill Skiing | 4 | 6 | 6 | 2 | 6 |
| Water-skiing | * | 4 | 4 | * | 4 |
| Golfing | 3 | 2 | 3 | 2 | 2 |
| Tennis | 3 | 4 | 3 | - | * |
| Horseback Riding | * | 3 | 3 | - | * |
| Recreational Flying | 9 | 3 | 3 | 3 | 5 |
| Skin or Scuba Diving | 4 | 5 | 3 | - | 2 |
| Cross Country Skiing | 4 | 8 | 4 | - | 2 |
| Sailing | * | 4 | 3 | * | 2 |

* 1 per cent to 1.9 per cent
- Less than 1 per cent
+ Insufficient sample size does not allow the inclusion of a significant decimal
Note: Underlined values indicate cases of above-average preference

TABLE A-30

PER CENT OF ONTARIO POPULATION IN VARIOUS LANGUAGE¹ CATEGORIES DESIRING TO BEGIN PARTICIPATION IN NEW ACTIVITIES¹

| Activities | English Only | French | Other European | Other |
|----------------------|--------------|--------|----------------|-------|
| Downhill Skiing | 6 | 6 | 6 | 6 |
| Water-skiing | 6 | 6 | 5 | 3 |
| Golfing | 3 | 2 | 2 | * |
| Tennis | 3 | 3 | 2 | * |
| Horseback Riding | 2 | 3 | 3 | 4 |
| Recreational Flying | 6 | 5 | 4 | 3 |
| Skin or Scuba Diving | 5 | 4 | 3 | 2 |
| Cross Country Skiing | 4 | 3 | 3 | 2 |
| Sailing | 3 | 3 | 3 | * |

¹ Defined on first two major languages spoken in the household
* 1 per cent to 1.9 per cent
+ Insufficient sample size does not allow the inclusion of a significant decimal
Note: Underlined values indicate cases of above-average preference

APPENDIX B

TABLES

The tables in this appendix summarize the per cent of the Ontario population, in various demographic categories, who:

- a) prefer various destinations for weekend trips
- b) prefer to participate in various free time activities while on weekend trips
- c) prefer various types of accommodation on weekend trips

TABLE B-2

PER CENT OF ONTARIO POPULATION OF EACH SEX PREFERRING
VARIOUS DESTINATIONS FOR WEEKEND TRIPS

| Destination | Male | Female |
|-------------------------------|------------|-------------|
| Ottawa/St. Lawrence Area | 6.1 | 7.7 |
| Kingston-Peterborough/East | 5.1 | <u>5.1</u> |
| Lake Ontario | | <u>10.7</u> |
| Metro Toronto | 7.4 | <u>9.8</u> |
| Southwestern Ontario | 7.0 | <u>6.6</u> |
| Georgian Bay Area | 5.2 | <u>16.6</u> |
| Northeastern Ontario | 22.0 | 7.2 |
| Northwestern Ontario | <u>9.7</u> | * |
| Province of Quebec | 13.3 | <u>13.6</u> |
| Maritime Provinces | * | <u>2.4</u> |
| Manitoba, Sask., Alta., B.C., | <u>3.0</u> | |
| Yukon, N.W.T. | 3.0 | * |
| Canada - Unspecified | <u>3.6</u> | <u>5.3</u> |
| New York State | 9.2 | <u>8.5</u> |
| Rest of U.S.A. | <u>2.7</u> | * |
| Rest of World | | |

* 1 per cent to 1.9 per cent
 - Less than 1 per cent
 Note: Underlined values indicate cases of above-average preference

TABLE B-1

PER CENT OF ONTARIO POPULATION IN VARIOUS AGE CATEGORIES
PREFERRING VARIOUS DESTINATIONS FOR WEEKEND TRIPS

| Destination | 12 to 19 Years | 20 to 49 Years | 50 and Older |
|-------------------------------|-------------------|-------------------|-----------------|
| Ottawa/St. Lawrence Area | 6.2 | 6.3 | 9.0 |
| Kingston-Peterborough/East | <u>6.1</u> | 4.4 | <u>6.0</u> |
| Lake Ontario | | | <u>11.4</u> |
| Metro Toronto | 7.7 | 8.6 | <u>9.7</u> |
| Southwestern Ontario | <u>10.3</u> | 7.1 | <u>8.1</u> |
| Georgian Bay Area | <u>7.8</u> | 4.2 | 20.0 |
| Northeastern Ontario | <u>20.9</u> | 18.2 | 8.5 |
| Northwestern Ontario | <u>7.5</u> | <u>8.7</u> | * |
| Province of Quebec | 13.4 | <u>15.5</u> | 8.9 |
| Maritime Provinces | <u>13.4</u> | * | - |
| Manitoba, Sask., Alta., B.C., | 2.4 | <u>3.1</u> | 2.0 |
| Yukon, N.W.T. | | | * |
| Canada - Unspecified | 2.8 | 2.7 | 4.8 |
| New York State | <u>2.8</u> | <u>5.0</u> | <u>7.4</u> |
| Rest of U.S.A. | 7.1 | <u>10.2</u> | - |
| Rest of World | * | <u>2.7</u> | |

* 1 per cent to 1.9 per cent
 - Less than 1 per cent
 Note: Underlined values indicate cases of above-average preference

TABLE B-3

PER CENT OF ONTARIO POPULATION IN VARIOUS HOUSEHOLD INCOME CATEGORIES PREFERRING VARIOUS DESTINATIONS FOR WEEKEND TRIPS

| Destination | Less than \$10,000 | \$10,000 to \$14,999 | \$15,000 and larger |
|---|--------------------|----------------------|---------------------|
| Ottawa/St. Lawrence Area | 7.6 | 7.0 | 5.3 |
| Kingston-Peterborough/East | 5.8 | 5.1 | 4.7 |
| Lake Ontario | | | |
| West Lake Ontario | 11.6 | 8.9 | 6.7 |
| Metro Toronto | 9.3 | 7.7 | 7.6 |
| Southwestern Ontario | 7.3 | 6.0 | 5.1 |
| Georgian Bay Area | 16.1 | 19.9 | 21.0 |
| Northeastern Ontario | 10.7 | 9.1 | 7.4 |
| Northwestern Ontario | * | 2.3 | * |
| Province of Quebec | 12.8 | 12.7 | 16.5 |
| Maritime Provinces | - | * | * |
| Manitoba, Sask., Alta., B.C., Yukon, N.W.T. | 2.2 | 2.3 | 3.0 |
| Canada - Unspecified | * | 2.6 | 2.3 |
| New York State | 4.2 | 4.3 | 4.6 |
| Rest of U.S.A. | 7.1 | 9.5 | 9.6 |
| Rest of World | * | * | 3.4 |

* 1 per cent to 1.9 per cent
- Less than 1 per cent

Note: Underlined values indicate cases of above-average preference

TABLE B-4

PER CENT OF ONTARIO POPULATION IN VARIOUS EDUCATION CATEGORIES PREFERRING VARIOUS DESTINATIONS FOR WEEKEND TRIPS

| Destination | Less than Grade 9 | Grade 9 to 13 | Grade 12 plus Post-Secondary |
|---|-------------------|---------------|------------------------------|
| Ottawa/St. Lawrence Area | 6.9 | 6.5 | 7.6 |
| Kingston-Peterborough/East | 5.7 | 5.3 | 4.3 |
| Lake Ontario | | | |
| West Lake Ontario | 12.6 | 9.1 | 5.2 |
| Metro Toronto | 9.2 | 8.2 | 8.3 |
| Southwestern Ontario | 8.2 | 5.6 | 4.6 |
| Georgian Bay Area | 18.3 | 19.8 | 19.1 |
| Northeastern Ontario | 9.2 | 8.9 | 6.5 |
| Northwestern Ontario | * | * | * |
| Province of Quebec | 10.4 | 12.1 | 18.9 |
| Maritime Provinces | - | * | * |
| Manitoba, Sask., Alta., B.C., Yukon, N.W.T. | * | 2.5 | 3.9 |
| Canada - Unspecified | 2.4 | 2.1 | 2.9 |
| New York State | 3.6 | 5.3 | 4.0 |
| Rest of U.S.A. | 7.8 | 9.5 | 9.1 |
| Rest of World | * | 2.0 | 2.9 |

* 1 per cent to 1.9 per cent
- Less than 1 per cent

Note: Underlined values indicate cases of above-average preference

TABLE B-5

PER CENT OF ONTARIO POPULATION IN COMMUNITIES OF VARIOUS
SIZES PREFERRING VARIOUS DESTINATIONS FOR WEEKEND TRIPS

| Destination | 100,000 and Larger | 5,000 to 99,999 | Less than 5,000 |
|--|-----------------------|--------------------|--------------------|
| Ottawa/St. Lawrence Area | 6.8 | 7.4 | 6.8 |
| Kingston-Peterborough/East Lake Ontario | 5.1 | 5.0 | 5.4 |
| West Lake Ontario | 9.7 | 7.7 | 9.3 |
| Metro Toronto | 5.0 | 12.0 | 11.1 |
| Southwestern Ontario | 5.2 | 6.6 | 5.8 |
| Georgian Bay Area | 21.6 | 16.0 | 18.1 |
| Northeastern Ontario | 4.6 | 11.0 | 13.1 |
| Northwestern Ontario | - | 2.0 | 3.2 |
| Province of Quebec | 16.1 | 12.4 | 9.2 |
| Maritime Provinces | * | - | - |
| Manitoba, Sask., Alta., B.C., Yukon, N.W.T. | 2.8 | 2.4 | 2.8 |
| Canada - Unspecified | 2.8 | 2.1 | * |
| New York State | 5.6 | 4.0 | 2.6 |
| Rest of U.S.A. | 9.3 | 9.0 | 7.7 |
| Rest of World | 2.9 | * | - |

* 1 per cent to 1.9 per cent

- Less than 1 per cent

Note: Underlined values indicate cases of above-average preference

TABLE B-6

PER CENT OF ONTARIO POPULATION IN VARIOUS DWELLING TYPE
CATEGORIES PREFERRING VARIOUS DESTINATIONS FOR WEEKEND TRIPS

| Destination | Single Detached | Apartment or Duplex | Other |
|--|--------------------|------------------------|-------|
| Ottawa/St. Lawrence Area | 6.8 | 6.0 | 8.8 |
| Kingston-Peterborough/East Lake Ontario | 5.1 | 4.0 | 7.1 |
| West Lake Ontario | 8.4 | 10.9 | 11.4 |
| Metro Toronto | 9.5 | 5.0 | 5.2 |
| Southwestern Ontario | 6.7 | 5.1 | 2.9 |
| Georgian Bay Area | 19.6 | 16.1 | 20.8 |
| Northeastern Ontario | 8.9 | 8.5 | 5.6 |
| Northwestern Ontario | 2.1 | - | - |
| Province of Quebec | 12.5 | 18.7 | 13.3 |
| Maritime Provinces | * | * | * |
| Manitoba, Sask., Alta., B.C., Yukon, N.W.T. | 2.6 | 3.0 | 2.7 |
| Canada - Unspecified | 2.1 | 2.2 | 4.0 |
| New York State | 3.9 | 7.1 | 4.9 |
| Rest of U.S.A. | 8.9 | 8.8 | 8.6 |
| Rest of World | * | 2.2 | 2.8 |

* 1 per cent to 1.9 per cent

- Less than 1 per cent

Note: Underlined values indicate cases of above-average preference

TABLE B-8

PER CENT OF ONTARIO POPULATION IN VARIOUS RESIDENTIAL MOBILITY¹ CATEGORIES PREFERRING VARIOUS DESTINATIONS FOR WEEKEND TRIPS

| Destination | Zero | One | Two or More |
|---|------|------|-------------|
| Ottawa/St. Lawrence Area | 7.4 | 6.9 | 5.9 |
| Kingston-Peterborough/East Lake Ontario | 5.3 | 4.4 | 5.6 |
| West Lake Ontario | 8.4 | 10.2 | 9.7 |
| Metro Toronto | 8.9 | 7.9 | 7.6 |
| Southwestern Ontario | 6.5 | 5.4 | 5.2 |
| Georgian Bay Area | 20.5 | 19.3 | 15.6 |
| Northeastern Ontario | 8.4 | 8.0 | 9.0 |
| Northwestern Ontario | * | * | * |
| Province of Quebec | 12.7 | 11.4 | 17.4 |
| Maritime Provinces | * | - | * |
| Manitoba, Sask., Alta., B.C., Yukon, N.W.T. | 2.3 | 3.1 | 3.4 |
| Canada - Unspecified | 2.3 | 2.7 | 2.3 |
| New York State | 4.2 | 4.7 | 4.8 |
| Rest of U.S.A. | 8.3 | 10.8 | 8.5 |
| Rest of World | * | 2.6 | 2.1 |

¹ Residential mobility is measured by the number of residential moves in the past five years

* 1 per cent to 1.9 per cent

- Less than 1 per cent

Note: Underlined values indicate cases of above-average preference

TABLE B-7

PER CENT OF ONTARIO POPULATION IN VARIOUS HOUSEHOLD COMPOSITION CATEGORIES PREFERRING VARIOUS DESTINATIONS FOR WEEKEND TRIPS

| Destination | Single Person or Couple | Non-Family | Family |
|---|-------------------------|------------|--------|
| Ottawa/St. Lawrence Area | 9.5 | 6.0 | 6.6 |
| Kingston-Peterborough/East Lake Ontario | 4.8 | 4.8 | 5.6 |
| West Lake Ontario | 8.9 | 8.8 | 9.5 |
| Metro Toronto | 8.2 | 8.3 | 8.7 |
| Southwestern Ontario | 6.2 | 6.6 | 5.2 |
| Georgian Bay Area | 19.4 | 19.8 | 18.5 |
| Northeastern Ontario | 8.7 | 7.6 | 9.1 |
| Northwestern Ontario | * | * | * |
| Province of Quebec | 12.0 | 15.3 | 12.4 |
| Maritime Provinces | - | * | * |
| Manitoba, Sask., Alta., B.C., Yukon, N.W.T. | 2.7 | 2.7 | 2.7 |
| Canada - Unspecified | 1.8 | 2.0 | 3.1 |
| New York State | 4.6 | 4.5 | 4.4 |
| Rest of U.S.A. | 8.6 | 8.4 | 9.2 |
| Rest of World | 2.0 | 2.0 | 2.1 |

* 1 per cent to 1.9 per cent

- Less than 1 per cent

Note: Underlined values indicate cases of above-average preference

TABLE B-10

PER CENT OF ONTARIO POPULATION IN VARIOUS LANGUAGE¹ CATEGORIES
PREFERRING VARIOUS DESTINATIONS FOR WEEKEND TRIPS⁺

| Destination | English | | French | | Other | |
|---|-----------|--|----------|--|----------|----|
| | Only | | European | | | |
| Ottawa/St. Lawrence Area | 7 | | 7 | | 8 | 7 |
| Kingston-Peterborough/East Lake Ontario | <u>6</u> | | 5 | | 4 | 5 |
| West Lake Ontario | 9 | | 8 | | 12 | 11 |
| Metro Toronto | <u>9</u> | | 9 | | 8 | 4 |
| Southwestern Ontario | <u>21</u> | | 5 | | 6 | 5 |
| Georgian Bay Area | <u>8</u> | | 11 | | 20 | 12 |
| Northeastern Ontario | - | | 14 | | <u>6</u> | 10 |
| Northwestern Ontario | 11 | | * | | 2 | - |
| Province of Quebec | <u>11</u> | | 23 | | 13 | 20 |
| Maritime Provinces | * | | <u>*</u> | | - | 3 |
| Manitoba, Sask., Alta., B.C., Yukon, N.W.T. | 3 | | - | | 3 | 3 |
| Canada - Unspecified | 2 | | * | | 4 | 4 |
| New York State | 5 | | 4 | | 4 | 8 |
| Rest of U.S.A. | <u>5</u> | | 7 | | 9 | 7 |
| Rest of World | <u>2</u> | | * | | * | 2 |

1 Defined on first two major languages spoken in the household
 * 1 per cent to 1.9 per cent
 - Less than 1 per cent
 + Insufficient sample size does not allow the inclusion of a significant decimal
 Note: Underlined values indicate cases of above-average preference

TABLE B-9

PER CENT OF ONTARIO POPULATION IN VARIOUS OCCUPATIONAL
CATEGORIES PREFERRING VARIOUS DESTINATIONS FOR WEEKEND TRIPS⁺

| Destination | Managerial, Administrative and Related | | Technological, Social and Cultural | | Clerical, Sales and Service | | Farming and Other Primary | | Processing, Machinery, Fabricating and Construction | |
|---|--|--|------------------------------------|--|-----------------------------|--|---------------------------|--|---|--|
| | | | | | | | | | | |
| Ottawa/St. Lawrence Area | 9 | | 8 | | 7 | | 6 | | 7 | |
| Kingston-Peterborough/East Lake Ontario | <u>3</u> | | <u>5</u> | | 5 | | <u>6</u> | | <u>6</u> | |
| West Lake Ontario | 4 | | 7 | | 10 | | 9 | | 11 | |
| Metro Toronto | 7 | | <u>9</u> | | <u>8</u> | | <u>8</u> | | 5 | |
| Southwestern Ontario | 6 | | <u>5</u> | | 5 | | 13 | | <u>22</u> | |
| Georgian Bay Area | <u>25</u> | | <u>19</u> | | 19 | | 19 | | <u>11</u> | |
| Northeastern Ontario | <u>7</u> | | <u>6</u> | | * | | <u>*</u> | | <u>2</u> | |
| Northwestern Ontario | - | | 17 | | 13 | | 9 | | 12 | |
| Province of Quebec | 13 | | <u>1</u> | | * | | - | | * | |
| Maritime Provinces | * | | 3 | | 2 | | 4 | | * | |
| Manitoba, Sask., Alta., B.C., Yukon, N.W.T. | 3 | | 3 | | 2 | | 1 | | * | |
| Canada - Unspecified | - | | 3 | | 2 | | 7 | | * | |
| New York State | <u>5</u> | | <u>4</u> | | <u>6</u> | | <u>2</u> | | 3 | |
| Rest of U.S.A. | <u>9</u> | | 8 | | 10 | | 7 | | <u>11</u> | |
| Rest of World | <u>5</u> | | 3 | | <u>2</u> | | 2 | | <u>*</u> | |

* 1 per cent to 1.9 per cent
 - Less than 1 per cent
 + Insufficient sample size does not allow the inclusion of a significant decimal
 Note: Underlined values indicate cases of above-average preference

TABLE B-11

PER CENT OF ONTARIO POPULATION OF VARIOUS AGES PREFERRING
TO PARTICIPATE IN VARIOUS FREE TIME ACTIVITIES WHILE ON
WEEKEND TRIPS

| Activities | 12 to 19 Years | 20 to 49 Years | 50 and Older |
|--|-------------------|-------------------|-----------------|
| Sightseeing | 20.7 | 27.9 | 21.8 |
| Visiting Friends or Relatives | 22.6 | 20.9 | 33.2 |
| Swimming | 34.7 | 22.3 | 9.0 |
| Camping | 33.3 | 20.4 | 6.6 |
| Fishing | 18.9 | 16.7 | 12.7 |
| Cottaging | 13.2 | 12.3 | 11.1 |
| Relaxing | * | 7.8 | 6.3 |
| Specialized Shopping | 5.1 | 5.8 | 5.1 |
| Hiking | 10.3 | 4.7 | 2.6 |
| Visiting a Historic Site | 3.9 | 5.5 | 4.0 |
| Canoeing | 9.4 | 4.7 | * |
| Recreational Walking | 3.7 | 4.5 | 4.2 |
| Visiting a Museum or Art Gallery | 4.9 | 4.0 | 3.6 |
| Window Shopping | 3.2 | 4.0 | 3.6 |
| Motor Boating | 4.7 | 3.9 | 2.3 |
| Attending a Live Theatre or Concert Performance | * | 4.4 | 3.2 |
| Attending a Spectator Sport | 5.1 | 2.8 | * |
| Attending an Annual Event | 3.9 | 2.8 | * |
| Organized Nature Appreciation | * | 2.6 | 2.9 |
| Going to a Pub or Disco | 2.0 | 3.2 | * |
| Dining Out | - | 3.2 | 2.0 |
| Sunbathing | * | 2.9 | * |
| Downhill Skiing | 3.0 | 2.9 | - |
| Water-skiing | 5.6 | * | - |
| Hunting | 3.2 | 2.3 | * |

* 1 per cent to 1.9 per cent

- Less than 1 per cent

Note: Underlined values indicate cases of above-average
preference

TABLE B-12

PER CENT OF ONTARIO POPULATION OF EACH SEX PREFERRING TO
PARTICIPATE IN VARIOUS FREE TIME ACTIVITIES WHILE ON
WEEKEND TRIPS

| Activities | Male | Female |
|--|------|--------|
| Sightseeing | 22.6 | 27.0 |
| Visiting Friends or Relatives | 20.6 | 28.4 |
| Swimming | 21.9 | 20.5 |
| Camping | 23.9 | 14.6 |
| Fishing | 24.9 | 7.5 |
| Cottaging | 13.0 | 11.3 |
| Relaxing | 6.2 | 6.2 |
| Specialized Shopping | 2.6 | 8.4 |
| Hiking | 5.5 | 5.1 |
| Visiting a Historic Site | 4.0 | 5.6 |
| Canoeing | 6.2 | 3.5 |
| Recreational Walking | 2.8 | 5.7 |
| Visiting a Museum or Art Gallery | 3.2 | 4.4 |
| Window Shopping | * | 5.6 |
| Motor Boating | 5.0 | 2.5 |
| Attending a Live Theatre or Concert Performance | 2.6 | 4.5 |
| Attending a Spectator Sport | 4.3 | * |
| Attending an Annual Event | 2.1 | 3.3 |
| Organized Nature Appreciation | * | 2.9 |
| Going to a Pub or Disco | 2.4 | 2.3 |
| Dining Out | 2.0 | 2.7 |
| Sunbathing | * | 2.7 |
| Downhill Skiing | 2.2 | 2.0 |
| Water-skiing | 2.4 | * |
| Hunting | 4.0 | - |

* 1 per cent to 1.9 per cent

- Less than 1 per cent

Note: Underlined values indicate cases of above-average
preference

TABLE B-13

PER CENT OF ONTARIO POPULATION IN VARIOUS HOUSEHOLD INCOME CATEGORIES PREFERING TO PARTICIPATE IN VARIOUS FREE TIME ACTIVITIES WHILE ON WEEKEND TRIPS

| Activities | Less than \$10,000 | \$10,000 to \$14,999 | \$15,000 and Larger |
|---|--------------------|----------------------|---------------------|
| Sightseeing | 26.5 | 25.7 | 23.4 |
| Visiting Friends or Relatives | 31.1 | 22.8 | 17.9 |
| Swimming | 15.7 | 23.2 | 25.4 |
| Camping | 17.0 | 22.7 | 18.0 |
| Fishing | 15.0 | 18.6 | 16.8 |
| Cottaging | 10.1 | 12.4 | 15.2 |
| Relaxing | 4.7 | 7.3 | 7.3 |
| Specialized Shopping | 5.9 | 5.5 | 6.0 |
| Hiking | 4.6 | 5.4 | 6.4 |
| Visiting a Historic Site | 5.8 | 4.6 | 4.4 |
| Canoeing | 3.3 | 4.6 | 6.5 |
| Recreational Walking | 4.1 | 3.9 | 4.2 |
| Visiting a Museum or Art Gallery | 3.9 | 4.7 | 3.7 |
| Window Shopping | 3.7 | 4.2 | 3.6 |
| Motor Boating | 2.3 | 3.6 | 5.5 |
| Attending a Live Theatre or Concert Performance | 2.9 | 3.3 | 5.6 |
| Attending a Spectator Sport | 3.2 | 3.1 | 3.0 |
| Attending an Annual Event | 3.2 | 2.7 | 2.5 |
| Organized Nature Appreciation | 3.2 | 2.8 | * |
| Going to a Pub or Disco | * | 2.7 | 3.0 |
| Dining Out | * | 2.3 | 3.8 |
| Sunbathing | * | 2.1 | 2.4 |
| Downhill Skiing | - | 2.3 | 3.7 |
| Water-skiing | - | 2.3 | 3.2 |
| Hunting | * | 3.1 | * |

* 1 per cent to 1.9 per cent
 - Less than 1 per cent
 Note: Underlined values indicate cases of above-average preference

TABLE B-14

PER CENT OF ONTARIO POPULATION IN VARIOUS EDUCATION CATEGORIES PREFERING TO PARTICIPATE IN VARIOUS FREE TIME ACTIVITIES WHILE ON WEEKEND TRIPS

| Activities | Less than Grade 9 | Grade 9 to 13 | Grade 12 plus Post-Secondary |
|---|-------------------|---------------|------------------------------|
| Sightseeing | 21.5 | 26.5 | 25.3 |
| Visiting Friends or Relatives | 30.0 | 23.7 | 20.9 |
| Swimming | 17.9 | 22.4 | 22.2 |
| Camping | 17.7 | 21.0 | 17.3 |
| Fishing | 17.1 | 17.0 | 13.7 |
| Cottaging | 11.7 | 11.3 | 14.1 |
| Relaxing | 4.8 | 6.3 | 7.5 |
| Specialized Shopping | 4.0 | 6.5 | 5.5 |
| Hiking | 3.6 | 5.6 | 6.3 |
| Visiting a Historic Site | 4.9 | 4.6 | 5.2 |
| Canoeing | 3.0 | 3.8 | 7.6 |
| Recreational Walking | 3.2 | 3.9 | 5.9 |
| Visiting a Museum or Art Gallery | 3.5 | 3.2 | 4.4 |
| Window Shopping | 3.1 | 3.8 | 4.0 |
| Motor Boating | 3.4 | 3.8 | 3.7 |
| Attending a Live Theatre or Concert Performance | * | 3.7 | 6.2 |
| Attending a Spectator Sport | 2.4 | 3.5 | 2.4 |
| Attending an Annual Event | 3.1 | 2.8 | 2.5 |
| Organized Nature Appreciation | 2.5 | 2.7 | * |
| Going to a Pub or Disco | - | 3.0 | 3.0 |
| Dining Out | - | * | 5.0 |
| Sunbathing | * | 2.5 | 3.0 |
| Downhill Skiing | - | * | 2.5 |
| Water-skiing | * | 2.5 | 4.8 |
| Hunting | 3.0 | 2.1 | 2.3 |

* 1 per cent to 1.9 per cent
 - Less than 1 per cent
 Note: Underlined values indicate cases of above-average preference

TABLE B-15

PER CENT OF ONTARIO POPULATION IN COMMUNITIES OF VARIOUS
SIZES PREFERING TO PARTICIPATE IN VARIOUS FREE TIME
ACTIVITIES WHILE ON WEEKEND TRIPS

| Activities | 100,000 and Larger | 5,000 to 99,999 | Less than 5,000 |
|--|-----------------------|--------------------|--------------------|
| Sightseeing | 24.6 | 25.4 | 24.5 |
| Visiting Friends or Relatives | 22.1 | 27.2 | 26.6 |
| Swimming | 24.1 | 19.1 | 17.8 |
| Camping | 17.4 | 20.4 | 21.4 |
| Fishing | 14.9 | 17.9 | 16.5 |
| Cottaging | 15.1 | 9.6 | 9.3 |
| Relaxing | 7.1 | 5.4 | 5.3 |
| Specialized Shopping | 4.7 | 11.6 | 5.2 |
| Hiking | 6.0 | 4.9 | 4.5 |
| Visiting a Historic Site | 5.6 | 4.2 | 4.2 |
| Canoeing | 4.4 | 5.5 | 4.5 |
| Recreational Walking | 6.0 | 2.8 | 2.4 |
| Visiting a Museum or Art Gallery | 3.4 | 5.0 | 4.8 |
| Window Shopping | 2.8 | 5.0 | 4.1 |
| Motor Boating | 3.2 | 3.9 | 3.8 |
| Attending a Live Theatre or Concert Performance | 3.1 | 4.8 | 3.1 |
| Attending a Spectator Sport | 2.4 | 4.0 | 2.7 |
| Attending an Annual Event | 2.0 | 3.2 | 2.7 |
| Organized Nature Appreciation | 2.2 | 2.6 | 2.7 |
| Going to a Pub or Disco | 2.6 | 2.3 | 2.0 |
| Dining Out | 2.7 | 2.9 | * |
| Sunbathing | 3.2 | * | * |
| Downhill Skiing | 2.2 | 2.4 | - |
| Water-skiing | 2.6 | * | * |
| Hunting | * | 2.6 | 3.5 |

* 1 per cent to 1.9 per cent

- Less than 1 per cent

Note: Underlined values indicate cases of above-average
preference

TABLE B-16

PER CENT OF ONTARIO POPULATION IN VARIOUS DWELLING TYPE
CATEGORIES PREFERING TO PARTICIPATE IN VARIOUS FREE TIME
ACTIVITIES WHILE ON WEEKEND TRIPS

| Activities | Single Detached | Apartment or Duplex | Other |
|--|--------------------|------------------------|-------|
| Sightseeing | 24.3 | 27.2 | 25.1 |
| Visiting Friends or Relatives | 24.2 | 27.5 | 23.5 |
| Swimming | 21.9 | 19.7 | 19.5 |
| Camping | 19.9 | 17.1 | 17.6 |
| Fishing | 16.4 | 13.8 | 17.3 |
| Cottaging | 12.2 | 10.5 | 14.4 |
| Relaxing | 5.9 | 7.5 | 6.5 |
| Specialized Shopping | 5.4 | 7.1 | 4.6 |
| Hiking | 5.4 | 5.0 | 5.3 |
| Visiting a Historic Site | 4.1 | 5.3 | 8.2 |
| Canoeing | 5.0 | 4.7 | 2.3 |
| Recreational Walking | 3.9 | 5.4 | 5.7 |
| Visiting a Museum or Art Gallery | 4.1 | 3.4 | 2.3 |
| Window Shopping | 4.0 | 3.0 | 2.2 |
| Motor Boating | 3.8 | 4.7 | 2.3 |
| Attending a Live Theatre or Concert Performance | 3.8 | 4.0 | * |
| Attending a Spectator Sport | 3.1 | 2.2 | 2.3 |
| Attending an Annual Event | 2.9 | 2.4 | 2.0 |
| Organized Nature Appreciation | 2.6 | 2.5 | * |
| Going to a Pub or Disco | 2.2 | 2.9 | 3.0 |
| Dining Out | 2.3 | 3.0 | 2.1 |
| Sunbathing | 2.1 | 2.4 | 3.5 |
| Downhill Skiing | 2.3 | 2.9 | - |
| Water-skiing | 2.2 | 2.2 | * |
| Hunting | 2.4 | - | 2.2 |

* 1 per cent to 1.9 per cent

- Less than 1 per cent

Note: Underlined values indicate cases of above-average
preference

TABLE B-17

PER CENT OF ONTARIO POPULATION IN VARIOUS HOUSEHOLD
COMPOSITION CATEGORIES PREFERRING TO PARTICIPATE IN
VARIOUS FREE TIME ACTIVITIES WHILE ON WEEKEND TRIPS

| Activities | Single Person or Couple | Non- Family | Family |
|--|----------------------------|----------------|-------------|
| Sightseeing | 23.7 | 24.5 | 25.7 |
| Visiting Friends or Relatives | 29.9 | 25.1 | 21.1 |
| Swimming | <u>13.1</u> | <u>21.8</u> | 25.2 |
| Camping | 9.9 | 20.3 | <u>23.4</u> |
| Fishing | 8.0 | 15.9 | 18.3 |
| Cottaging | 11.1 | <u>13.1</u> | <u>11.8</u> |
| Relaxing | 6.1 | <u>6.3</u> | 6.1 |
| Specialized Shopping | 5.0 | 5.4 | 5.9 |
| Hiking | 3.2 | 5.5 | <u>6.4</u> |
| Visiting a Historic Site | 5.2 | <u>4.2</u> | 5.2 |
| Canoeing | 3.7 | 5.1 | 5.1 |
| Recreational Walking | 4.9 | <u>4.5</u> | <u>3.6</u> |
| Visiting a Museum or Art Gallery | <u>3.1</u> | 3.8 | 4.3 |
| Window Shopping | 4.1 | 3.5 | 3.6 |
| Motor Boating | 3.0 | 3.8 | 4.1 |
| Attending a Live Theatre or Concert Performance | <u>4.1</u> | <u>3.6</u> | 3.2 |
| Attending a Spectator Sport | * | 3.0 | 3.2 |
| Attending an Annual Event | * | <u>2.7</u> | 3.5 |
| Organized Nature Appreciation | 2.4 | <u>*</u> | <u>2.9</u> |
| Going to a Pub or Disco | 2.3 | 2.7 | 2.2 |
| Dining Out | 3.0 | <u>*</u> | 2.5 |
| Sunbathing | <u>*</u> | 2.2 | <u>2.5</u> |
| Downhill Skiing | 2.3 | 2.3 | <u>*</u> |
| Water-skiing | <u>*</u> | <u>2.7</u> | 2.1 |
| Hunting | <u>2.2</u> | <u>-</u> | * |

* 1 per cent to 1.9 per cent
- Less than 1 per cent

Note: Underlined values indicate cases of above-average
preference

TABLE B-18

PER CENT OF ONTARIO POPULATION IN VARIOUS RESIDENTIAL
MOBILITY CATEGORIES PREFERRING TO PARTICIPATE IN VARIOUS
FREE TIME ACTIVITIES WHILE ON WEEKEND TRIPS

| Activities | Zero | One | Two or More |
|--|------------|------------|----------------|
| Sightseeing | 23.8 | 24.7 | 27.6 |
| Visiting Friends or Relatives | 24.8 | 24.3 | <u>24.3</u> |
| Swimming | 21.1 | 19.8 | 22.8 |
| Camping | 17.8 | 19.1 | <u>23.4</u> |
| Fishing | 16.3 | 16.1 | <u>15.7</u> |
| Cottaging | 12.9 | 10.9 | 11.2 |
| Relaxing | <u>6.5</u> | 5.1 | 6.2 |
| Specialized Shopping | 5.1 | 5.3 | <u>6.9</u> |
| Hiking | 5.2 | 5.6 | 5.6 |
| Visiting a Historic Site | 4.7 | <u>4.9</u> | <u>5.2</u> |
| Canoeing | 4.7 | 3.8 | <u>6.4</u> |
| Recreational Walking | 4.1 | 4.7 | 4.4 |
| Visiting a Museum or Art Gallery | 3.6 | <u>4.0</u> | <u>4.3</u> |
| Window Shopping | 3.6 | 3.6 | <u>3.7</u> |
| Motor Boating | 3.4 | 3.8 | <u>6.4</u> |
| Attending a Live Theatre or Concert Performance | 3.4 | <u>3.8</u> | <u>3.6</u> |
| Attending a Spectator Sport | 2.9 | 3.2 | 2.4 |
| Attending an Annual Event | <u>4.5</u> | <u>2.8</u> | 2.7 |
| Organized Nature Appreciation | 2.1 | <u>2.5</u> | 3.0 |
| Going to a Pub or Disco | 2.2 | 3.3 | 3.2 |
| Dining Out | * | 3.8 | <u>3.6</u> |
| Sunbathing | * | <u>3.0</u> | <u>2.9</u> |
| Downhill Skiing | * | 2.1 | 3.3 |
| Water-skiing | * | 3.0 | <u>2.9</u> |
| Hunting | 2.1 | <u>2.5</u> | * |

1 Residential mobility is measured by the number of residential
moves in the past five years

* 1 per cent to 1.9 per cent

Note: Underlined values indicate cases of above-average
preference

TABLE B-19

PER CENT OF ONTARIO POPULATION IN VARIOUS OCCUPATIONAL CATEGORIES PREFERRING TO PARTICIPATE IN VARIOUS FREE TIME ACTIVITIES WHILE ON WEEKEND TRIPS¹

| Activities | Managerial, Administrative and Related | Technological, Social and Cultural | Clerical, Sales and Service | Farming and Other Primary | Processing, Machinery, Fabricating and Construction |
|---|--|------------------------------------|-----------------------------|---------------------------|---|
| Sightseeing | 25 | 23 | 25 | 23 | 26 |
| Visiting Friends or Relatives | 18 | 21 | 25 | 30 | 23 |
| Swimming | 23 | 21 | 21 | 11 | 17 |
| Camping | 10 | 17 | 16 | 16 | 22 |
| Fishing | 18 | 12 | 15 | 18 | 26 |
| Cottaging | 18 | 14 | 13 | 9 | 12 |
| Relaxing | 8 | 8 | 7 | 4 | 7 |
| Specialized Shopping | 5 | 7 | 6 | - | 3 |
| Hiking | 7 | 7 | 6 | * | 3 |
| Visiting a Historic Site | 3 | 5 | 5 | * | 3 |
| Canoeing | 3 | 5 | 3 | 4 | 3 |
| Recreational Walking | 7 | 5 | 3 | * | 3 |
| Visiting a Museum or Art Gallery | 3 | 4 | 5 | * | 3 |
| Window Shopping | 3 | 6 | 4 | - | 5 |
| Motor Boating | 2 | 4 | 4 | * | 3 |
| Attending a Live Theatre or Concert Performance | 6 | 3 | 3 | 7 | 3 |
| Attending a Spectator Sport | 2 | 5 | 5 | 3 | 2 |
| Attending an Annual Event | 2 | 3 | 2 | * | 3 |
| Organized Nature Appreciation | * 2 | 3 | 3 | * | 2 |
| Going to a Pub or Disco | 4 | 2 | 3 | - | 2 |
| Dining Out | 4 | 3 | 3 | * | 3 |
| Sunbathing | 3 | 3 | 3 | * | 3 |
| Downhill Skiing | 3 | 3 | 3 | * | 3 |
| Water-skiing | * 3 | 3 | 3 | * | 3 |
| Hunting | - | 1 | * | 5 | 5 |

* 1 per cent to 1.9 per cent

- Less than 1 per cent

+ Insufficient sample size does not allow the inclusion of a significant decimal

Note: Underlined values indicate cases of above-average preference

TABLE B-20

PER CENT OF ONTARIO POPULATION IN VARIOUS LANGUAGE¹ CATEGORIES PREFERRING TO PARTICIPATE IN VARIOUS FREE TIME ACTIVITIES WHILE ON WEEKEND TRIPS⁺

| Activities | English Only | French | Other European | Other |
|---|--------------|--------|----------------|-------|
| Sightseeing | 25 | 25 | 23 | 29 |
| Visiting Friends or Relatives | 23 | 34 | 25 | 27 |
| Swimming | 21 | 21 | 24 | 17 |
| Camping | 20 | 19 | 17 | 12 |
| Fishing | 17 | 15 | 14 | 18 |
| Cottaging | 12 | 9 | 14 | 12 |
| Relaxing | 6 | 5 | 6 | 3 |
| Specialized Shopping | 5 | 6 | 5 | 6 |
| Hiking | 5 | 5 | 5 | 6 |
| Visiting a Historic Site | 4 | 4 | 4 | * |
| Canoeing | 6 | 3 | 6 | 5 |
| Recreational Walking | 4 | 4 | 4 | 8 |
| Visiting a Museum or Art Gallery | 4 | 5 | 3 | 3 |
| Window Shopping | 4 | 2 | 3 | * |
| Motor Boating | 4 | 2 | 3 | 5 |
| Attending a Live Theatre or Concert Performance | 4 | 3 | * | 5 |
| Attending a Spectator Sport | 3 | 3 | 3 | - |
| Attending an Annual Event | 3 | 3 | 2 | * |
| Organized Nature Appreciation | 3 | 3 | * | 6 |
| Going to a Pub or Disco | 2 | 3 | * | 3 |
| Dining Out | 2 | 3 | * | 3 |
| Sunbathing | * 2 | 3 | 3 | 3 |
| Downhill Skiing | 2 | 3 | 3 | 3 |
| Water-skiing | * 2 | 3 | * | * |
| Hunting | 2 | 3 | * | * |

¹ Defined on first two major languages spoken in the household

* 1 per cent to 1.9 per cent

- Less than 1 per cent

+ Insufficient sample size does not allow the inclusion of a significant decimal

Note: Underlined values indicate cases of above-average preference

TABLE B-21

PER CENT OF ONTARIO POPULATION IN VARIOUS AGE CATEGORIES
PREFERRING VARIOUS ACCOMMODATION TYPES FOR WEEKEND TRIPS

| Accommodation | 12 to 19 Years | 20 to 49 Years | 50 and Older |
|---------------------------------------|-------------------|-------------------|-----------------|
| Hotel or Motel | 22.1 | 38.9 | 35.3 |
| Tent | 25.1 | 11.5 | 3.2 |
| Recreational (Camping) Vehicle | 8.7 | 9.8 | 4.8 |
| Private Recreation Home | 14.0 | 13.5 | 14.3 |
| Resort | 3.1 | 4.5 | 3.1 |
| Private Home of Friend or Relative | 21.5 | 17.3 | 35.4 |
| Mixed or Other | 5.6 | 4.5 | 3.9 |

Note: Underlined values indicate cases of above-average
preference

TABLE B-22

PER CENT OF ONTARIO POPULATION OF EACH SEX PREFERRING
VARIOUS ACCOMMODATION TYPES FOR WEEKEND TRIPS

| Accommodation | Male | Female |
|------------------------------------|------|--------|
| Hotel or Motel | 32.0 | 36.8 |
| Tent | 16.4 | 8.6 |
| Recreational (Camping) Vehicle | 9.7 | 7.1 |
| Private Recreation Home | 14.7 | 12.7 |
| Resort | 3.9 | 3.8 |
| Private Home of Friend or Relative | 18.4 | 26.5 |
| Mixed or Other | 4.9 | 4.3 |

Note: Underlined values indicate cases of above-average
preference

TABLE B-23

PER CENT OF ONTARIO POPULATION IN VARIOUS HOUSEHOLD INCOME CATEGORIES PREFERRING VARIOUS ACCOMMODATION TYPES FOR WEEKEND TRIPS

| Accommodation | Less than \$10,000 | \$10,000 to \$14,999 | \$15,000 and Larger |
|------------------------------------|--------------------|----------------------|---------------------|
| Hotel or Motel | 32.3 | 35.0 | 39.9 |
| Tent | 11.2 | 12.1 | 12.7 |
| Recreational (Camping) Vehicle | 7.4 | 11.3 | 6.5 |
| Private Recreation Home | 11.6 | 13.5 | 17.1 |
| Resort | 2.5 | 4.1 | 4.8 |
| Private Home of Friend or Relative | 29.7 | 19.9 | 14.3 |
| Mixed or Other | 5.2 | 4.1 | 4.6 |

Note: Underlined values indicate cases of above-average preference

TABLE B-24

PER CENT OF ONTARIO POPULATION IN VARIOUS EDUCATION CATEGORIES PREFERRING VARIOUS ACCOMMODATION TYPES FOR WEEKEND TRIPS

| Accommodation | Less than Grade 9 | Grade 9 to 13 | Grade 12 plus Post-Secondary |
|------------------------------------|-------------------|---------------|------------------------------|
| Hotel or Motel | 28.7 | 35.1 | 39.3 |
| Tent | 10.8 | 13.2 | 12.0 |
| Recreational (Camping) Vehicle | 9.4 | 9.3 | 6.0 |
| Private Recreation Home | 14.2 | 12.6 | 15.4 |
| Resort | * | 4.5 | 4.8 |
| Private Home of Friend or Relative | 30.5 | 21.2 | 17.3 |
| Mixed or Other | 5.0 | 4.1 | 5.2 |

* 1 per cent to 1.9 per cent

Note: Underlined values indicate cases of above-average preference

TABLE B-26

PER CENT OF ONTARIO POPULATION IN VARIOUS DWELLING TYPE CATEGORIES PREFERRING VARIOUS ACCOMMODATION TYPES FOR WEEKEND TRIPS

| Accommodation | Single Detached | Apartment or Duplex | Other |
|------------------------------------|-----------------|---------------------|-------------|
| Hotel or Motel | 33.8 | 37.0 | 34.6 |
| Tent | <u>12.7</u> | <u>11.9</u> | <u>12.0</u> |
| Recreational (Camping) Vehicle | <u>8.9</u> | 6.0 | 7.2 |
| Private Recreation Home | 13.9 | 11.7 | 16.7 |
| Resort | 3.9 | 3.8 | <u>4.0</u> |
| Private Home of Friend or Relative | <u>22.1</u> | 25.6 | 21.1 |
| Mixed or Other | <u>4.7</u> | <u>4.2</u> | 4.4 |

Note: Underlined values indicate cases of above-average preference

TABLE B-25

PER CENT OF ONTARIO POPULATION IN COMMUNITIES OF VARIOUS SIZES PREFERRING VARIOUS ACCOMMODATION TYPES FOR WEEKEND TRIPS

| Accommodation | 100,000 and larger | 5,000 to 99,999 | Less than 5,000 |
|------------------------------------|--------------------|-----------------|-----------------|
| Hotel or Motel | 35.8 | 34.4 | 31.6 |
| Tent | <u>12.5</u> | <u>12.3</u> | 12.5 |
| Recreational (Camping) Vehicle | 6.4 | 9.4 | 11.1 |
| Private Recreation Home | 17.1 | 10.6 | 10.7 |
| Resort | <u>4.1</u> | 4.2 | 3.1 |
| Private Home of Friend or Relative | 19.5 | <u>24.8</u> | <u>26.1</u> |
| Mixed or Other | <u>4.6</u> | 4.3 | <u>4.8</u> |

Note: Underlined values indicate cases of above-average preference

TABLE B-27

PER CENT OF ONTARIO POPULATION IN VARIOUS HOUSEHOLD
CATEGORIES PREFERRING VARIOUS ACCOMMODATION TYPES
FOR WEEKEND TRIPS

| Accommodation | Single Person or Couple | Non- Family | Family |
|---------------------------------------|----------------------------|----------------|------------|
| Hotel or Motel | 37.9 | 31.4 | 35.7 |
| Tent | <u>6.5</u> | 14.8 | 13.0 |
| Recreational (Camping) Vehicle | 5.1 | 7.4 | 11.0 |
| Private Recreation Home | 13.5 | 14.9 | 12.9 |
| Resort | 3.2 | <u>3.9</u> | 4.1 |
| Private Home of Friend or Relative | 29.3 | 22.9 | 18.7 |
| Mixed or Other | 4.5 | <u>4.8</u> | <u>4.5</u> |

Note: Underlined values indicate cases of above-average
preference

TABLE B-28

PER CENT OF ONTARIO POPULATION IN VARIOUS RESIDENTIAL
MOBILITY¹ CATEGORIES PREFERRING VARIOUS ACCOMMODATION
TYPES FOR WEEKEND TRIPS

| Accommodation | Zero | One | Two or More |
|------------------------------------|------------|-------------|----------------|
| Hotel or Motel | 34.8 | 34.5 | 33.7 |
| Tent | 11.6 | 11.1 | <u>15.9</u> |
| Recreational (Camping) Vehicle | 8.1 | 10.1 | 7.8 |
| Private Recreation Home | 14.8 | <u>12.6</u> | 12.0 |
| Resort | <u>3.5</u> | 4.5 | 4.0 |
| Private Home of Friend or Relative | 22.9 | 22.6 | <u>21.7</u> |
| Mixed or Other | 4.4 | <u>4.6</u> | <u>4.9</u> |

¹ Residential mobility is measured by the number of residential
moves in the past five years

Note: Underlined values indicate cases of above-average
preference

TABLE B-29
PER CENT OF ONTARIO POPULATION IN VARIOUS OCCUPATIONAL
CATEGORIES PREFERRING VARIOUS ACCOMMODATION TYPES FOR
WEEKEND TRIPS⁺

| Accommodation | English Only | French | Other European | Other |
|---------------------------------------|-----------------|----------|-------------------|----------|
| Hotel or Motel | 35 | 30 | 34 | 38 |
| Tent | 13 | 12 | 13 | 9 |
| Recreational (Camping) | <u>9</u> | 8 | <u>7</u> | 3 |
| Vehicle | 14 | 10 | 17 | 14 |
| Private Recreation Home | 4 | 3 | <u>3</u> | <u>4</u> |
| Resort | 21 | 30 | 23 | 23 |
| Private Home of Friend or Relative | 4 | <u>6</u> | 4 | 9 |
| Mixed or Other | | | | |

1 Defined on first two major languages spoken in the household
+ Insufficient sample size does not allow the inclusion of
a significant decimal
Note: Underlined values indicate cases of above-average
preference

TABLE B-30
PER CENT OF ONTARIO POPULATION IN VARIOUS LANGUAGE¹
CATEGORIES PREFERRING VARIOUS ACCOMMODATION TYPES
FOR WEEKEND TRIPS⁺

| Accommodation | Managerial, Administrative and Related | Technological, Social and Cultural | Clerical, Sales and Service | Farming and Other Primary | Processing, Machinery, Fabricating and Construction |
|---------------------------------------|---|---------------------------------------|--------------------------------|---------------------------|---|
| Hotel or Motel | 42 | 38 | 39 | 29 | 32 |
| Tent | <u>5</u> | 13 | 10 | 9 | 14 |
| Recreational (Camping) | 7 | <u>4</u> | 8 | <u>10</u> | <u>11</u> |
| Vehicle | 21 | 16 | 15 | 12 | 14 |
| Private Recreation Home | <u>6</u> | <u>5</u> | <u>4</u> | * | 3 |
| Resort | 15 | 19 | <u>21</u> | <u>34</u> | 22 |
| Private Home of Friend or Relative | <u>5</u> | 6 | 4 | <u>5</u> | <u>5</u> |
| Mixed or Other | | | | | |

* 1 per cent to 1.9 per cent
+ Insufficient sample size does not allow the inclusion of
a significant decimal
Note: Underlined values indicate cases of above-average
preference

APPENDIX C

TABLES

The tables in this appendix summarize the per cent of the Ontario population, in various demographic categories, who:

- a) prefer various destinations for vacation trips
- b) prefer to participate in various free time activities while on vacation trips
- c) prefer various types of accommodation on vacation trips

TABLE C-2

PER CENT OF ONTARIO POPULATION OF EACH SEX PREFERRING
VARIOUS DESTINATIONS FOR VACATION TRIPS

| Destination | Male | Female |
|-------------------------|-------------|-------------|
| British Columbia | <u>14.9</u> | <u>13.7</u> |
| Quebec | * | * |
| Maritime Provinces | 5.6 | 5.6 |
| Manitoba, Sask., Alta., | <u>7.0</u> | <u>6.8</u> |
| Yukon, N.W.T. | 7.0 | 5.4 |
| Ontario | <u>3.7</u> | <u>3.6</u> |
| California | 5.1 | 8.1 |
| Hawaii | 7.9 | 9.8 |
| Florida | 4.6 | <u>4.7</u> |
| Rest of U.S.A. | <u>6.2</u> | <u>6.0</u> |
| West Indies | * | * |
| Mexico | 6.6 | 7.4 |
| British Isles | <u>20.7</u> | <u>20.1</u> |
| Rest of Europe | * | * |
| Australia, New Zealand | <u>5.1</u> | 4.0 |
| Rest of World | | |

* 1 per cent to 1.9 per cent
Note: Underlined values indicate cases of above-average preference

TABLE C-1

PER CENT OF ONTARIO POPULATION IN VARIOUS AGE CATEGORIES
PREFERRING VARIOUS DESTINATIONS FOR VACATION TRIPS

| Destination | 12 to 19 Years | 20 to 49 Years | 50 and Older |
|-------------------------|-------------------|-------------------|-----------------|
| British Columbia | 10.1 | <u>14.5</u> | <u>17.2</u> |
| Quebec | * | * | * |
| Maritime Provinces | 4.3 | 5.5 | 6.9 |
| Manitoba, Sask., Alta., | 4.9 | <u>6.7</u> | <u>9.0</u> |
| Yukon, N.W.T. | 7.9 | 4.9 | 7.7 |
| Ontario | <u>5.8</u> | 3.1 | 4.0 |
| California | 6.7 | 7.2 | 5.1 |
| Hawaii | <u>14.3</u> | 6.4 | 9.7 |
| Florida | <u>3.7</u> | 4.3 | 6.0 |
| Rest of U.S.A. | 6.5 | 6.9 | 3.9 |
| West Indies | * | 2.5 | * |
| Mexico | 5.9 | <u>6.2</u> | 9.8 |
| British Isles | <u>22.3</u> | 23.2 | <u>12.8</u> |
| Rest of Europe | * | <u>5.5</u> | 2.0 |
| Australia, New Zealand | 3.9 | | <u>3.1</u> |
| Rest of World | | | |

* 1 per cent to 1.9 per cent
Note: Underlined values indicate cases of above-average preference

TABLE C-3

PER CENT OF ONTARIO POPULATION IN VARIOUS HOUSEHOLD INCOME
CATEGORIES PREFERRING VARIOUS DESTINATIONS FOR
VACATION TRIPS

| Destination | Less than \$10,000 | \$10,000 to \$14,999 | \$15,000 and larger |
|--|-----------------------|-------------------------|------------------------|
| British Columbia | 15.9 | 14.5 | 12.9 |
| Quebec | <u>2.3</u> | * | * |
| Maritime Provinces | 6.9 | 5.1 | 4.7 |
| Manitoba, Sask., Alta., Yukon, N.W.T. | <u>8.7</u> | 6.1 | 5.8 |
| Ontario | 9.2 | 6.0 | 3.6 |
| California | <u>4.1</u> | 3.9 | 3.1 |
| Hawaii | 5.8 | <u>7.7</u> | 6.3 |
| Florida | 8.7 | <u>9.8</u> | 7.1 |
| Rest of U.S.A. | 4.6 | <u>4.4</u> | 4.9 |
| West Indies | 3.6 | <u>6.2</u> | <u>8.2</u> |
| Mexico | * | * | 2.3 |
| British Isles | 6.8 | 6.5 | 7.9 |
| Rest of Europe | 16.4 | <u>20.9</u> | <u>23.6</u> |
| Australia, New Zealand | * | * | * |
| Rest of World | 3.8 | 4.0 | <u>6.0</u> |

* 1 per cent to 1.9 per cent

Note: Underlined values indicate cases of above-average
preference

TABLE C-4

PER CENT OF ONTARIO POPULATION IN VARIOUS EDUCATION
CATEGORIES PREFERRING VARIOUS DESTINATIONS FOR
VACATION TRIPS

| Destination | Less than Grade 9 | Grade 9 to 13 | Grade 12 plus Post-Secondary |
|--|----------------------|------------------|---------------------------------|
| British Columbia | 13.8 | 15.3 | 13.0 |
| Quebec | 2.2 | * | * |
| Maritime Provinces | 5.3 | 5.7 | 6.0 |
| Manitoba, Sask., Alta., Yukon, N.W.T. | 8.0 | <u>6.8</u> | <u>5.9</u> |
| Ontario | 9.4 | 5.8 | 3.6 |
| California | <u>3.8</u> | 4.0 | 2.9 |
| Hawaii | 5.7 | <u>8.2</u> | 4.6 |
| Florida | 11.5 | 9.4 | 5.2 |
| Rest of U.S.A. | <u>5.3</u> | <u>5.0</u> | 3.3 |
| West Indies | <u>3.6</u> | <u>7.1</u> | <u>6.8</u> |
| Mexico | 2.1 | * | 2.1 |
| British Isles | 5.7 | 6.4 | 9.5 |
| Rest of Europe | 20.0 | 18.1 | <u>24.7</u> |
| Australia, New Zealand | * | * | <u>2.6</u> |
| Rest of World | 2.6 | 3.4 | <u>8.8</u> |

* 1 per cent to 1.9 per cent

Note: Underlined values indicate cases of above-average
preference

TABLE C-6

PER CENT OF ONTARIO POPULATION IN VARIOUS DWELLING
TYPE CATEGORIES PREFERRING VARIOUS DESTINATIONS FOR
VACATION TRIPS

| Destination | Single Detached | Apartment or Duplex | Other |
|--|--------------------|------------------------|-------|
| British Columbia | 15.5 | 10.8 | 11.6 |
| Quebec | * | * | 2.0 |
| Maritime Provinces | 5.8 | 5.7 | 4.3 |
| Manitoba, Sask., Alta., Yukon, N.W.T. | 6.7 | 8.1 | 6.4 |
| Ontario | 6.3 | 5.4 | 6.3 |
| California | 3.8 | 2.8 | 3.3 |
| Hawaii | 6.9 | 5.1 | 6.6 |
| Florida | 9.1 | 8.8 | 7.3 |
| Rest of U.S.A. | 4.7 | 4.5 | 4.4 |
| West Indies | 5.5 | 8.5 | 6.1 |
| Mexico | * | 2.5 | 2.4 |
| British Isles | 7.1 | 6.9 | 6.9 |
| Rest of Europe | 19.9 | 20.2 | 24.4 |
| Australia, New Zealand | * | * | 2.1 |
| Rest of World | 3.9 | 7.2 | 5.9 |

* 1 per cent to 1.9 per cent

Note: Underlined values indicate cases of above-average
preference

TABLE C-5

PER CENT OF ONTARIO POPULATION IN COMMUNITIES OF VARIOUS
SIZES PREFERRING VARIOUS DESTINATIONS FOR VACATION TRIPS

| Destination | 100,000 and larger | 5,000 to 99,999 | Less than 5,000 |
|--|-----------------------|--------------------|--------------------|
| British Columbia | 10.9 | 16.7 | 18.3 |
| Quebec | * | * | * |
| Maritime Provinces | 5.0 | 5.7 | 6.6 |
| Manitoba, Sask., Alta., Yukon, N.W.T. | 6.6 | 5.9 | 8.6 |
| Ontario | 5.4 | 7.4 | 6.6 |
| California | 3.7 | 3.3 | 4.0 |
| Hawaii | 5.9 | 7.2 | 7.3 |
| Florida | 7.4 | 9.7 | 10.8 |
| Rest of U.S.A. | 4.2 | 4.8 | 5.2 |
| West Indies | 6.5 | 6.5 | 4.6 |
| Mexico | 2.1 | * | * |
| British Isles | 7.3 | 7.4 | 6.1 |
| Rest of Europe | 25.3 | 18.0 | 13.4 |
| Australia, New Zealand | 2.1 | * | * |
| Rest of World | 6.3 | 2.7 | 3.2 |

* 1 per cent to 1.9 per cent

Note: Underlined values indicate cases of above-average
preference

TABLE C-7

PER CENT OF ONTARIO POPULATION IN VARIOUS HOUSEHOLD
COMPOSITION CATEGORIES PREFERRING VARIOUS DESTINATIONS
FOR VACATION TRIPS

| Destination | Single Person or Couple | Non- Family | Family |
|--|----------------------------|----------------|--------|
| British Columbia | 17.1 | 13.5 | 13.6 |
| Quebec | * | * | * |
| Maritime Provinces | 5.7 | 5.1 | 6.0 |
| Manitoba, Sask., Alta., Yukon, N.W.T. | 9.0 | 6.5 | 6.2 |
| Ontario | 6.6 | 6.1 | 6.2 |
| California | 3.8 | 3.9 | 3.4 |
| Hawaii | 5.7 | 5.9 | 7.7 |
| Florida | 7.4 | 8.9 | 9.7 |
| Rest of U.S.A. | 5.1 | 4.8 | 4.1 |
| West Indies | 5.0 | 6.2 | 6.5 |
| Mexico | * | * | 2.1 |
| British Isles | 9.1 | 6.9 | 6.1 |
| Rest of Europe | 16.2 | 22.3 | 20.8 |
| Australia, New Zealand | * | * | * |
| Rest of World | 4.9 | 4.7 | 4.3 |

* 1 per cent to 1.9 per cent

Note: Underlined values indicate cases of above-average
preference

TABLE C-8

PER CENT OF ONTARIO POPULATION IN VARIOUS RESIDENTIAL
MOBILITY¹ CATEGORIES PREFERRING VARIOUS DESTINATIONS
FOR VACATION TRIPS

| Destination | Zero | One | Two or More |
|--|------|------|----------------|
| British Columbia | 15.6 | 12.5 | 12.6 |
| Quebec | * | * | * |
| Maritime Provinces | 5.1 | 7.1 | 5.5 |
| Manitoba, Sask., Alta., Yukon, N.W.T. | 7.7 | 5.8 | 6.1 |
| Ontario | 6.6 | 5.6 | 6.0 |
| California | 3.9 | 3.6 | 3.3 |
| Hawaii | 6.6 | 7.5 | 6.0 |
| Florida | 9.5 | 9.7 | 6.2 |
| Rest of U.S.A. | 4.6 | 4.8 | 4.4 |
| West Indies | 5.9 | 6.3 | 6.3 |
| Mexico | * | 2.3 | 2.5 |
| British Isles | 7.1 | 6.5 | 7.2 |
| Rest of Europe | 19.4 | 21.9 | 21.7 |
| Australia, New Zealand | * | * | * |
| Rest of World | 3.4 | 3.5 | 8.9 |

¹ Residential mobility is measured by the number of residential
moves in the past five years

* 1 per cent to 1.9 per cent

Note: Underlined values indicate cases of above-average
preference

TABLE C-10

PER CENT OF ONTARIO POPULATION IN VARIOUS LANGUAGE¹
CATEGORIES PREFERRING VARIOUS DESTINATIONS FOR
VACATION TRIPS

| Destination | English Only | French | Other European | Other |
|--|-----------------|--------|-------------------|-------|
| British Columbia | 16.0 | 10.9 | 9.9 | 14.1 |
| Quebec | * | 5.9 | - | - |
| Maritime Provinces | 6.8 | 6.2 | * | * |
| Manitoba, Sask., Alta., Yukon, N.W.T. | 7.8 | 5.4 | 5.2 | 2.1 |
| Ontario | 6.5 | 6.8 | 5.4 | 4.0 |
| California | 3.9 | 4.3 | 2.4 | 4.1 |
| Hawaii | 7.3 | 7.3 | 4.6 | * |
| Florida | 8.5 | 12.9 | 8.2 | 5.4 |
| Rest of U.S.A. | 4.6 | 4.8 | 3.9 | 8.5 |
| West Indies | 7.2 | 5.2 | 3.2 | * |
| Mexico | * | 3.8 | 2.0 | 2.0 |
| British Isles | 9.2 | 4.2 | * | 2.9 |
| Rest of Europe | 14.3 | 15.4 | 45.2 | 26.2 |
| Australia, New Zealand | * | 2.1 | * | * |
| Rest of World | 3.7 | 4.5 | 4.3 | 24.9 |

¹ Defined on first two major languages spoken in the household
* 1 per cent to 1.9 per cent
- Less than 1 per cent

Note: Underlined values indicate cases of above-average preference

TABLE C-9

PER CENT OF ONTARIO POPULATION IN VARIOUS OCCUPATIONAL
CATEGORIES PREFERRING VARIOUS DESTINATIONS FOR VACATION
TRIPS⁺

| Destination | Managerial, Administrative and Related | Technological, Social and Cultural | Clerical, Sales and Service | Farming and Other Primary | Processing, Machinery, Fabricating and Construction |
|--|---|---------------------------------------|--------------------------------|---------------------------|---|
| British Columbia | 13 | 12 | 13 | 23 | 18 |
| Quebec | - | * | * | 2 | * |
| Maritime Provinces | 6 | 6 | 6 | 10 | 6 |
| Manitoba, Sask., Alta., Yukon, N.W.T. | 4 | 7 | 6 | 11 | 8 |
| Ontario | 4 | 3 | 6 | 5 | 7 |
| California | 5 | * | 4 | 4 | 4 |
| Hawaii | 4 | 4 | 8 | 4 | 6 |
| Florida | 7 | 5 | 8 | 15 | 8 |
| Rest of U.S.A. | 4 | 4 | 4 | 5 | 5 |
| West Indies | 9 | 7 | 8 | * | * |
| Mexico | 7 | * | * | * | * |
| British Isles | 10 | 10 | 8 | 4 | 5 |
| Rest of Europe | 23 | 26 | 20 | 10 | 21 |
| Australia, New Zealand | * | * | 2 | 4 | * |
| Rest of World | 7 | 10 | 5 | 6 | 3 |

* 1 per cent to 1.9 per cent
- Less than 1 per cent
+ Insufficient sample size does not allow the inclusion of a significant decimal

TABLE C-11

PER CENT OF ONTARIO POPULATION OF VARIOUS AGES PREFERRING
TO PARTICIPATE IN VARIOUS FREE TIME ACTIVITIES WHILE ON
VACATION TRIPS

| Activities | 12 to 19 Years | 20 to 49 Years | 50 and Older |
|-------------------------------------|-------------------|-------------------|-----------------|
| Sightseeing | 50.4 | 55.0 | 50.3 |
| Visiting Friends or Relatives | 26.5 | 28.6 | 32.9 |
| Swimming | 33.7 | 22.7 | 9.7 |
| Camping | 15.4 | 15.2 | 5.6 |
| Touring | 10.1 | 10.7 | 9.8 |
| Fishing | 9.3 | 11.2 | 8.1 |
| Sunbathing | 7.3 | 6.0 | 4.1 |
| Specialized Shopping | 5.5 | 4.4 | 3.6 |
| Relaxing | * | 5.1 | 5.0 |
| Attending an Annual Event | 6.2 | 3.6 | 2.9 |
| Cottaging | 4.0 | 3.6 | 2.9 |
| Window Shopping | 4.0 | 3.2 | 3.1 |
| Organized Nature Appreciation | 3.6 | 2.9 | 3.7 |
| Visiting a Museum or Art Gallery | 3.3 | 3.5 | 2.7 |
| Cultural Mixing | 2.9 | 3.1 | * |
| Recreational Driving | * | 2.4 | 2.9 |
| Hiking | 3.9 | 2.7 | * |
| Recreational Walking | * | 2.3 | 2.8 |
| Golfing | * | 2.4 | 2.0 |
| Attending a Spectator Sport | 2.5 | 2.4 | * |
| Going to a Pub or Disco | * | 2.7 | * |

* 1 per cent to 1.9 per cent

Note: Underlined values indicate cases of above-average
preference

TABLE C-12

PER CENT OF ONTARIO POPULATION OF EACH SEX PREFERRING
TO PARTICIPATE IN VARIOUS FREE TIME ACTIVITIES WHILE
ON VACATION TRIPS

| Activities | Male | Female |
|----------------------------------|------|--------|
| Sightseeing | 50.9 | 54.6 |
| Visiting Friends or Relatives | 27.9 | 30.7 |
| Swimming | 20.3 | 22.3 |
| Camping | 14.5 | 10.8 |
| Touring | 10.1 | 10.5 |
| Fishing | 15.8 | 4.3 |
| Sunbathing | 4.2 | 7.2 |
| Specialized Shopping | * | 6.9 |
| Relaxing | 4.8 | 4.0 |
| Attending an Annual Event | 3.7 | 4.2 |
| Cottaging | 3.5 | 3.5 |
| Window Shopping | * | 5.5 |
| Organized Nature Appreciation | 2.5 | 4.0 |
| Visiting a Museum or Art Gallery | 2.9 | 3.5 |
| Cultural Mixing | 2.6 | 2.6 |
| Recreational Driving | 2.3 | 2.2 |
| Hiking | 2.7 | 3.1 |
| Recreational Walking | * | * |
| Golfing | 3.3 | * |
| Attending a Spectator Sport | 2.9 | * |
| Going to a Pub or Disco | 2.3 | * |

* 1 per cent to 1.9 per cent

Note: Underlined values indicate cases of above-average
preference

TABLE C-14

PER CENT OF ONTARIO POPULATION IN VARIOUS EDUCATION CATEGORIES
PREFERRING TO PARTICIPATE IN VARIOUS FREE TIME ACTIVITIES
WHILE ON VACATION TRIPS

| Activities | Less than Grade 9 | Grade 9 to 13 | Grade 12 plus Post-Secondary |
|-------------------------------------|----------------------|------------------|---------------------------------|
| Sightseeing | 45.5 | 54.8 | 57.6 |
| Visiting Friends or Relatives | 37.9 | 27.2 | 24.3 |
| Swimming | 17.5 | 23.6 | 21.3 |
| Camping | 10.2 | 13.6 | 13.6 |
| Touring | 9.1 | 10.6 | 10.8 |
| Fishing | 11.2 | 10.2 | 8.0 |
| Sunbathing | 4.5 | 6.4 | 5.9 |
| Specialized Shopping | 4.5 | 4.5 | 4.3 |
| Relaxing | 3.8 | 5.0 | 3.8 |
| Attending an Annual Event | 5.1 | 4.1 | 2.3 |
| Cottaging | 3.9 | 3.6 | 2.9 |
| Window Shopping | 2.8 | 3.8 | 3.2 |
| Organized Nature Appreciation | 3.4 | 3.8 | 2.5 |
| Visiting a Museum or Art Gallery | 2.2 | 2.8 | 5.0 |
| Cultural Mixing | * | 2.7 | 3.8 |
| Recreational Driving | * | 2.9 | 2.4 |
| Hiking | * | 2.3 | 4.1 |
| Recreational Walking | * | 2.5 | 3.7 |
| Golfing | - | 2.2 | 3.3 |
| Attending a Spectator Sport | 2.1 | 2.2 | * |
| Going to a Pub or Disco | * | 2.4 | * |

* 1 per cent to 1.9 per cent

Note: Underlined values indicate cases of above-average preference

TABLE C-13

PER CENT OF ONTARIO POPULATION IN VARIOUS HOUSEHOLD INCOME
CATEGORIES PREFERRING TO PARTICIPATE IN VARIOUS FREE TIME
ACTIVITIES WHILE ON VACATION TRIPS

| Activities | Less than \$10,000 | \$10,000 to \$14,999 | \$15,000 and Larger |
|-------------------------------------|-----------------------|-------------------------|------------------------|
| Sightseeing | 51.9 | 56.6 | 52.7 |
| Visiting Friends or Relatives | 33.1 | 30.0 | 23.8 |
| Swimming | 17.7 | 24.8 | 22.3 |
| Camping | 12.9 | 14.6 | 11.8 |
| Touring | 9.2 | 10.1 | 10.8 |
| Fishing | 10.6 | 12.0 | 10.1 |
| Sunbathing | 4.0 | 5.7 | 6.4 |
| Specialized Shopping | 5.5 | 4.3 | 4.1 |
| Relaxing | 3.9 | 4.0 | 5.5 |
| Attending an Annual Event | 5.7 | 4.1 | 2.6 |
| Cottaging | 3.9 | 3.9 | 3.2 |
| Window Shopping | 3.5 | 3.4 | 3.7 |
| Organized Nature Appreciation | 3.3 | 3.1 | 3.7 |
| Visiting a Museum or Art Gallery | 3.6 | 3.1 | 4.0 |
| Cultural Mixing | 2.1 | 2.1 | 2.6 |
| Recreational Driving | 2.2 | 2.1 | 3.5 |
| Hiking | * | 2.4 | 3.4 |
| Recreational Walking | 2.4 | 2.1 | 3.4 |
| Golfing | * | 2.3 | 3.6 |
| Attending a Spectator Sport | 2.3 | * | 2.1 |
| Going to a Pub or Disco | * | 2.2 | 2.5 |

* 1 per cent to 1.9 per cent

Note: Underlined values indicate cases of above-average preference

TABLE C-15

PER CENT OF ONTARIO POPULATION IN COMMUNITIES OF VARIOUS
SIZES PREFERRING TO PARTICIPATE IN VARIOUS FREE TIME
ACTIVITIES WHILE ON VACATION TRIPS

| Activities | 100,000 and Larger | 5,000 to 99,999 | Less than 5,000 |
|----------------------------------|-----------------------|--------------------|--------------------|
| Sightseeing | 52.0 | 53.6 | 53.4 |
| Visiting Friends or Relatives | 31.4 | 27.7 | 27.1 |
| Swimming | 22.1 | 20.8 | 18.9 |
| Camping | 10.0 | 13.9 | 16.4 |
| Touring | 9.2 | 10.8 | 11.9 |
| Fishing | 7.3 | 12.9 | 11.9 |
| Sunbathing | 6.4 | 5.2 | 5.2 |
| Specialized Shopping | 4.3 | 5.3 | 3.5 |
| Relaxing | 4.7 | 3.5 | 4.5 |
| Attending an Annual Event | 2.9 | 4.1 | 5.7 |
| Cottaging | 3.5 | 3.7 | 3.1 |
| Window Shopping | 3.4 | 3.5 | 3.2 |
| Organized Nature Appreciation | 2.7 | 3.7 | 3.9 |
| Visiting a Museum or Art Gallery | 3.0 | 4.3 | 2.5 |
| Cultural Mixing | 3.0 | 2.2 | 2.4 |
| Recreational Driving | 3.0 | * | 2.7 |
| Hiking | 2.9 | * | 2.2 |
| Recreational Walking | 3.6 | * | * |
| Golfing | 2.0 | 2.6 | * |
| Attending a Spectator Sport | * | 2.4 | * |
| Going to a Pub or Disco | * | 2.1 | * |

* 1 per cent to 1.9 per cent

Note: Underlined values indicate cases of above-average preference

TABLE C-16

PER CENT OF ONTARIO POPULATION IN VARIOUS DWELLING TYPE
CATEGORIES PREFERRING TO PARTICIPATE IN VARIOUS FREE TIME
ACTIVITIES WHILE ON VACATION TRIPS

| Activities | Single Detached | Apartment or Duplex | Other |
|----------------------------------|--------------------|------------------------|-------|
| Sightseeing | 53.7 | 50.7 | 48.9 |
| Visiting Friends or Relatives | 27.8 | 33.2 | 33.4 |
| Swimming | 21.4 | 22.4 | 20.1 |
| Camping | 13.4 | 10.0 | 11.5 |
| Touring | 10.7 | 8.2 | 10.4 |
| Fishing | 10.6 | 7.6 | 9.1 |
| Sunbathing | 5.3 | 8.1 | 6.4 |
| Specialized Shopping | 4.2 | 6.3 | 3.5 |
| Relaxing | 4.0 | 5.3 | 5.5 |
| Attending an Annual Event | 4.1 | 3.5 | 2.7 |
| Cottaging | 3.3 | 3.2 | 5.0 |
| Window Shopping | 3.5 | 3.6 | 2.7 |
| Organized Nature Appreciation | 3.6 | 2.2 | 2.7 |
| Visiting a Museum or Art Gallery | 3.3 | 3.4 | 2.8 |
| Cultural Mixing | 2.5 | 2.9 | 3.4 |
| Recreational Driving | 2.6 | 2.0 | 2.2 |
| Hiking | 2.3 | 2.6 | 3.0 |
| Recreational Walking | 2.2 | 2.2 | 4.0 |
| Golfing | 2.2 | 2.4 | * |
| Attending a Spectator Sport | * | 2.6 | * |
| Going to a Pub or Disco | * | 2.2 | * |

* 1 per cent to 1.9 per cent

Note: Underlined values indicate cases of above-average preference

TABLE C-17

PER CENT OF ONTARIO POPULATION IN VARIOUS HOUSEHOLD
COMPOSITION CATEGORIES PREFERRING TO PARTICIPATE IN
VARIOUS FREE TIME ACTIVITIES WHILE ON VACATION TRIPS

| Activities | Single Person or Couple | Non- Family | Family |
|----------------------------------|----------------------------|----------------|--------|
| Sightseeing | 53.6 | 52.5 | 52.6 |
| Visiting Friends or Relatives | 29.8 | 29.9 | 28.6 |
| Swimming | 13.1 | 19.7 | 27.7 |
| Camping | 8.4 | 12.1 | 15.5 |
| Touring | 9.5 | 10.9 | 10.1 |
| Fishing | 7.7 | 9.2 | 12.0 |
| Sunbathing | 4.9 | 6.0 | 6.0 |
| Specialized Shopping | 4.5 | 4.2 | 4.6 |
| Relaxing | 4.9 | 4.3 | 4.3 |
| Attending an Annual Event | 2.7 | 3.9 | 4.6 |
| Cottaging | 2.1 | 3.3 | 4.4 |
| Window Shopping | 3.0 | 3.2 | 4.5 |
| Organized Nature Appreciation | 3.5 | 2.9 | 3.5 |
| Visiting a Museum or Art Gallery | 3.9 | 2.9 | 3.3 |
| Cultural Mixing | 2.1 | 3.3 | 2.2 |
| Recreational Driving | 2.8 | 2.9 | * |
| Hiking | * | 3.1 | 2.3 |
| Recreational Walking | 2.8 | 2.8 | * |
| Golfing | 2.1 | * | 2.2 |
| Attending a Spectator Sport | * | 2.2 | 2.3 |
| Going to a Pub or Disco | * | * | 2.1 |

* 1 per cent to 1.9 per cent

Note: Underlined values indicate cases of above-average
preference

TABLE C-18

PER CENT OF ONTARIO POPULATION IN VARIOUS RESIDENTIAL
MOBILITY CATEGORIES PREFERRING TO PARTICIPATE IN
VARIOUS FREE TIME ACTIVITIES WHILE ON VACATION TRIPS

| Activities | Zero | One | Two or More |
|----------------------------------|------|------|----------------|
| Sightseeing | 53.0 | 52.7 | 52.6 |
| Visiting Friends or Relatives | 29.2 | 29.5 | 29.7 |
| Swimming | 19.8 | 23.9 | 23.5 |
| Camping | 11.1 | 14.0 | 15.4 |
| Touring | 10.5 | 9.6 | 10.5 |
| Fishing | 9.4 | 11.5 | 9.9 |
| Sunbathing | 5.7 | 5.6 | 5.9 |
| Specialized Shopping | 3.7 | 5.2 | 5.4 |
| Relaxing | 4.2 | 5.3 | 3.9 |
| Attending an Annual Event | 4.2 | 4.2 | 2.7 |
| Cottaging | 3.3 | 4.0 | 3.2 |
| Window Shopping | 3.3 | 3.4 | 3.4 |
| Organized Nature Appreciation | 3.4 | 3.7 | 2.5 |
| Visiting a Museum or Art Gallery | 3.2 | 3.0 | 3.7 |
| Cultural Mixing | 2.4 | 2.2 | 3.2 |
| Recreational Driving | 2.5 | 2.4 | 2.4 |
| Hiking | * | 2.9 | 3.5 |
| Recreational Walking | 2.1 | 2.9 | 3.1 |
| Golfing | 2.0 | 2.2 | 2.1 |
| Attending a Spectator Sport | * | * | 2.5 |
| Going to a Pub or Disco | * | * | 2.4 |

1 Residential mobility is measured by the number of residential
moves in the past five years

* 1 per cent to 1.9 per cent

Note: Underlined values indicate cases of above-average
preference

TABLE C-19

PER CENT OF ONTARIO POPULATION IN VARIOUS OCCUPATIONAL
CATEGORIES PREFERRING TO PARTICIPATE IN VARIOUS FREE TIME
ACTIVITIES WHILE ON VACATION TRIPS⁺

| Activities | Managerial, Administrative and Related | Technological, Social and Cultural | Clerical, Sales and Service | Farming and Other Primary | Processing, Machinery, Fabricating and Construction |
|-------------------------------------|---|---------------------------------------|--------------------------------|---------------------------|---|
| Sightseeing | 37 | 56 | 53 | 48 | 52 |
| Visiting Friends or Relatives | 20 | 26 | 29 | 28 | 35 |
| Swimming | 23 | 19 | 22 | 8 | 17 |
| Camping | 8 | 13 | 11 | 16 | 14 |
| Touring | 12 | 10 | 11 | 17 | 9 |
| Fishing | 11 | 7 | 10 | 13 | 17 |
| Sunbathing | 6 | 4 | 6 | 3 | 2 |
| Specialized Shopping | 3 | 5 | 5 | * | 2 |
| Relaxing | 6 | 4 | 5 | 6 | 6 |
| Attending an Annual Event | 2 | 3 | 3 | 7 | 3 |
| Cottaging | 2 | 4 | 4 | 2 | 4 |
| Window Shopping | * | 2 | 4 | 2 | * |
| Organized Nature Appreciation | 2 | 2 | 3 | 2 | 3 |
| Visiting a Museum or Art Gallery | 5 | 5 | 3 | 3 | 3 |
| Cultural Mixing | 4 | 4 | 2 | - | 2 |
| Recreational Driving | * | * | 2 | - | 2 |
| Hiking | 2 | 4 | 3 | 3 | 3 |
| Recreational Walking | 4 | 4 | 3 | - | * |
| Golfing | 6 | 3 | 2 | - | 2 |
| Attending a Spectator Sport | * | 2 | * | * | 3 |
| Going to a Pub or Disco | 3 | * | 3 | * | 2 |

* 1 per cent to 1.9 per cent

- Less than 1 per cent

+ Insufficient sample size does not allow the inclusion of
a significant decimal

Note: Underlined values indicate cases of above-average
preference

TABLE C-20

PER CENT OF ONTARIO POPULATION IN VARIOUS LANGUAGE¹
CATEGORIES PREFERRING TO PARTICIPATE IN VARIOUS FREE
TIME ACTIVITIES WHILE ON VACATION TRIPS⁺

| Activities | English Only | French | Other European | Other |
|-------------------------------------|-----------------|--------|-------------------|-------|
| Sightseeing | 55 | 49 | 48 | 49 |
| Visiting Friends or Relatives | 25 | 25 | 46 | 38 |
| Swimming | 25 | 23 | 20 | 13 |
| Camping | 14 | 16 | 8 | 5 |
| Touring | 11 | 9 | 11 | 8 |
| Fishing | 11 | 10 | 7 | 7 |
| Sunbathing | 6 | 8 | 6 | 3 |
| Specialized Shopping | 4 | 5 | 4 | 6 |
| Relaxing | 4 | 7 | 3 | 3 |
| Attending an Annual Event | 4 | 6 | 3 | 2 |
| Cottaging | 3 | 4 | 3 | 4 |
| Window Shopping | 4 | 3 | 3 | 3 |
| Organized Nature Appreciation | 3 | 4 | 3 | 4 |
| Visiting a Museum or Art Gallery | 3 | 5 | 3 | 3 |
| Cultural Mixing | 2 | 4 | 2 | 5 |
| Recreational Driving | 2 | 2 | 2 | * |
| Hiking | 3 | 2 | * | * |
| Recreational Walking | 2 | 2 | 3 | * |
| Golfing | 2 | 2 | 2 | - |
| Attending a Spectator Sport | * | 3 | 2 | - |
| Going to a Pub or Disco | 2 | 3 | 2 | - |

¹ Defined on first two major languages spoken in the household

* 1 per cent to 1.9 per cent

- Less than 1 per cent

+ Insufficient sample size does not allow the inclusion of
a significant decimal

Note: Underlined values indicate cases of above-average
preference

TABLE C-22

PER CENT OF ONTARIO POPULATION OF EACH SEX PREFERRING
VARIOUS ACCOMMODATION TYPES FOR VACATION TRIPS

| Accommodation | Male | Female |
|------------------------------------|------|--------|
| Hotel or Motel | 48.0 | 49.8 |
| Tent | 5.5 | 3.7 |
| Recreational (Camping) Vehicle | 8.5 | 6.8 |
| Private Recreation Home | 3.6 | 3.5 |
| Resort | * | * |
| Private Home of Friend or Relative | 20.3 | 23.9 |
| Mixed or Other | 12.1 | 11.0 |

* 1 per cent to 1.9 per cent

Note: Underlined values indicate cases of above-average preference

TABLE C-21

PER CENT OF ONTARIO POPULATION IN VARIOUS AGE CATEGORIES
PREFERRING VARIOUS ACCOMMODATION TYPES FOR VACATION TRIPS

| Accommodation | 12 to 19 Years | 20 to 49 Years | 50 and Older |
|---------------------------------------|-------------------|-------------------|-----------------|
| Hotel or Motel | 45.9 | 48.6 | 52.1 |
| Tent | 7.2 | 5.1 | * |
| Recreational (Camping) Vehicle | 7.0 | 9.2 | 4.7 |
| Private Recreation Home | 4.0 | 3.5 | 3.4 |
| Resort | 2.1 | * | - |
| Private Home of Friend or Relative | 22.7 | 19.8 | 26.8 |
| Mixed or Other | 11.0 | 12.0 | 10.9 |

* 1 per cent to 1.9 per cent

- Less than 1 per cent

Note: Underlined values indicate cases of above-average preference

TABLE C-23

PER CENT OF ONTARIO POPULATION IN VARIOUS HOUSEHOLD INCOME CATEGORIES PREFERRING VARIOUS ACCOMMODATION TYPES FOR VACATION TRIPS

| Accommodation | Less than \$10,000 | \$10,000 to \$14,999 | \$15,000 and larger |
|------------------------------------|--------------------|----------------------|---------------------|
| Hotel or Motel | 44.1 | 48.9 | 53.7 |
| Tent | 4.8 | 4.4 | 4.6 |
| Recreational (Camping) Vehicle | 7.7 | 9.7 | 6.3 |
| Private Recreation Home | 4.1 | 3.8 | 3.2 |
| Resort | <u>4.1</u> | <u>2.0</u> | 2.2 |
| Private Home of Friend or Relative | 27.8 | 20.9 | 15.0 |
| Mixed or Other | 10.4 | 10.3 | <u>15.1</u> |

* 1 per cent to 1.9 per cent

Note: Underlined values indicate cases of above-average preference

TABLE C-24

PER CENT OF ONTARIO POPULATION IN VARIOUS EDUCATION CATEGORIES PREFERRING VARIOUS ACCOMMODATION TYPES FOR VACATION TRIPS

| Accommodation | Less than Grade 9 | Grade 9 to 13 | Grade 12 plus Post-Secondary |
|------------------------------------|-------------------|---------------|------------------------------|
| Sightseeing | 43.5 | 50.5 | 51.2 |
| Tent | 4.2 | 6.3 | 7.2 |
| Recreational (Camping) Vehicle | 7.6 | 8.4 | 6.6 |
| Private Recreation Home | 4.4 | <u>3.7</u> | 2.7 |
| Resort | - | * | 2.0 |
| Private Home of Friend or Relative | <u>33.5</u> | 20.1 | 14.8 |
| Mixed or Other | 7.1 | 11.3 | <u>16.3</u> |

* 1 per cent to 1.9 per cent

- Less than 1 per cent

Note: Underlined values indicate cases of above-average preference

TABLE C-26

PER CENT OF ONTARIO POPULATION IN VARIOUS DWELLING TYPE CATEGORIES PREFERRING VARIOUS ACCOMMODATION TYPES FOR VACATION TRIPS

| Activities | Single Detached | Apartment or Duplex | Other |
|------------------------------------|-----------------|---------------------|-------|
| Hotel or Motel | 49.8 | 47.4 | 44.7 |
| Tent | 4.5 | 4.9 | 5.0 |
| Recreational (Camping) Vehicle | 8.8 | 4.3 | 5.5 |
| Private Recreation Home | 3.4 | 3.1 | 5.1 |
| Resort | * | 2.0 | * |
| Private Home of Friend or Relative | 20.5 | 26.6 | 26.6 |
| Mixed or Other | 11.5 | 11.8 | 11.6 |

* 1 per cent to 1.9 per cent

Note: Underlined values indicate cases of above-average preference

TABLE C-25

PER CENT OF ONTARIO POPULATION IN COMMUNITIES OF VARIOUS SIZES PREFERRING VARIOUS ACCOMMODATION TYPES FOR VACATION TRIPS

| Activities | 100,000 and Larger | 5,000 to 99,999 | Less than 5,000 |
|------------------------------------|--------------------|-----------------|-----------------|
| Hotel or Motel | 49.2 | 48.7 | 48.6 |
| Tent | 4.5 | 4.6 | 4.8 |
| Recreational (Camping) Vehicle | 4.7 | 9.5 | 11.5 |
| Private Recreation Home | 3.6 | 3.2 | 3.2 |
| Resort | * | * | * |
| Private Home of Friend or Relative | 24.8 | 20.2 | 19.0 |
| Mixed or Other | 11.9 | 11.3 | 11.0 |

* 1 per cent to 1.9 per cent

Note: Underlined values indicate cases of above-average preference

TABLE C-27

PER CENT OF ONTARIO POPULATION IN VARIOUS HOUSEHOLD
COMPOSITION CATEGORIES PREFERRING VARIOUS ACCOMMODATION
TYPES FOR VACATION TRIPS

| Accommodation | Single Person or Couple | Non- Family | Family |
|---------------------------------------|----------------------------|----------------|--------|
| Hotel or Motel | 53.3 | 47.4 | 48.1 |
| Tent | 3.1 | 5.2 | 4.7 |
| Recreational (Camping) Vehicle | 5.1 | 6.4 | 10.2 |
| Private Recreation Home | 2.2 | 3.4 | 4.4 |
| Resort | * | * | * |
| Private Home of Friend or Relative | 22.7 | 22.6 | 21.4 |
| Mixed or Other | 12.2 | 13.4 | 9.3 |

* 1 per cent to 1.9 per cent

Note: Underlined values indicate cases of above-average
preference

TABLE C-28

PER CENT OF ONTARIO POPULATION IN VARIOUS RESIDENTIAL
MOBILITY¹ CATEGORIES PREFERRING VARIOUS ACCOMMODATION
TYPES FOR VACATION TRIPS

| Accommodation | Zero | One | Two or More |
|---------------------------------------|------|------|----------------|
| Hotel or Motel | 51.0 | 46.7 | 45.9 |
| Tent | 3.7 | 4.4 | 7.1 |
| Recreational (Camping) Vehicle | 7.4 | 8.4 | 7.4 |
| Private Recreation Home | 3.5 | 4.0 | 3.1 |
| Resort | * | 2.1 | * |
| Private Home of Friend or Relative | 22.3 | 21.8 | 22.2 |
| Mixed or Other | 10.6 | 12.7 | 12.6 |

¹ Residential mobility is measured by the number of residential
moves in the past five years

* 1 per cent to 1.9 per cent

Note: Underlined values indicate cases of above-average
preference

TABLE C-30

PER CENT OF ONTARIO POPULATION IN VARIOUS LANGUAGE¹
CATEGORIES PREFERRING VARIOUS ACCOMMODATION TYPES
FOR VACATION TRIPS⁺

| Accommodation | English Only | French | Other European | Other |
|---------------------------------------|-----------------|-----------|-------------------|-----------|
| Hotel or Motel | 51 | 51 | 40 | 50 |
| Tent | <u>5</u> | <u>6</u> | 3 | <u>*</u> |
| Recreational (Camping) | <u>5</u> | <u>9</u> | 4 | 3 |
| Vehicle | 4 | 5 | 3 | 4 |
| Private Recreation Home | * | <u>*</u> | * | <u>2</u> |
| Resort | 18 | 18 | 39 | <u>30</u> |
| Private Home of Friend or Relative | <u>12</u> | <u>12</u> | 10 | 9 |
| Mixed or Other | | | | |

¹ Defined on first two major languages spoken in the household

* 1 per cent to 1.9 per cent

+ Insufficient sample size does not allow the inclusion of
a significant decimal

Note: Underlined values indicate cases of above-average
preference

TABLE C-29

PER CENT OF ONTARIO POPULATION IN VARIOUS OCCUPATIONAL
CATEGORIES PREFERRING VARIOUS ACCOMMODATION TYPES FOR
VACATION TRIPS⁺

| Accommodation | Managerial, Administrative and Related | Technological, Social and Cultural | Clerical, Sales and Service | Farming and Other Primary | Processing, Machinery, Fabricating and Construction |
|--|---|---------------------------------------|--------------------------------|---------------------------|---|
| Hotel or Motel | 66 | 50 | 52 | 49 | 43 |
| Tent | <u>2</u> | <u>6</u> | <u>4</u> | <u>4</u> | <u>5</u> |
| Recreational (Camping) | 5 | <u>5</u> | 6 | <u>13</u> | <u>9</u> |
| Vehicle | 2 | 4 | 4 | 2 | 4 |
| Private Recreation Home | * | <u>*</u> | <u>*</u> | - | <u>*</u> |
| Resort | 11 | 16 | 20 | 21 | <u>27</u> |
| Private Home of Friend or or Relative | <u>13</u> | <u>18</u> | 11 | 10 | 11 |
| Mixed or Other | | | | | |

* 1 per cent to 1.9 per cent

- Less than 1 per cent

+ Insufficient sample size does not allow the inclusion of
a significant decimal

Note: Underlined values indicate cases of above-average
preference

APPENDIX D

DEFINITIONS USED IN THE ONTARIO RECREATION SURVEY

1. STRATA
2. ACTIVITIES
3. JURISDICTION
4. ACCOMMODATION
5. TRIPS AND SEGMENTS OF TRIPS
6. SPORTING EVENTS AND ANNUAL EVENTS
7. MISCELLANEOUS

1. STRATA*

For purposes of the Ontario Recreation Survey, the Province was divided into 12 strata as follows:

- | | | |
|-----|--|--|
| 1.1 | OTTAWA (Large Urban) | City of Ottawa |
| 1.2 | ST. LAWRENCE AREA (Non-large Urban) | Counties of Glengarry, Stormont, Dundas, Leeds, Grenville, Lanark, Prescott, Russell, and Regional Municipality of Ottawa-Carlton |
| 1.3 | KINGSTON- PETERBOROUGH (Large Urban) | Cities of Kingston and Peterborough |
| 1.4 | EAST LAKE ONTARIO (Non-large Urban) | Counties of Renfrew, Frontenac, Lennox and Addington, Hastings, Peterborough, Northumberland, and Prince Edward |
| 1.5 | WEST LAKE ONTARIO (Large Urban) | Cities of Mississauga, Burlington, Oakville, Guelph, Hamilton, Niagara Falls, St. Catharines, and Oshawa |
| 1.6 | WEST LAKE ONTARIO (Non-large Urban) | Durham, Peel, Halton, Wentworth, Ontario (Townships of Brock, Scott, Reach, Uxbridge, East Whitby, Pickering, Scugog), Wellington (Townships of Nichol, Pilkington, West Garafraxa, Guelph, Puslinch, Eramosa, Erin), and Regional Municipalities of Niagara and York |
| 1.7 | METROPOLITAN TORONTO (Large Urban) | Boroughs of Etobicoke, Scarborough, York, East York, North York, and City of Toronto |

* Names of cities, counties and townships refer to boundaries that existed May 1, 1973

- | | | |
|------|---|--|
| 1.8 | SOUTHWESTERN ONTARIO (Large Urban) | Cities of Windsor, Sarnia; London, Kitchener-Waterloo, and Brantford |
| 1.9 | SOUTHWESTERN ONTARIO (Non-large Urban) | Counties of Essex, Kent, Lambton, Elgin, Middlesex, Huron, Perth, Oxford, Norfolk, Waterloo, Brant, and Haldimand |
| 1.10 | GEORGIAN BAY AREA (Non-large Urban) | Counties of Bruce, Grey, Dufferin, Simcoe, Victoria, Haliburton, Parry Sound, Ontario (Townships of Rama, Mara, Thorah), Wellington (Townships of Minto, Arthur, West Luther, Maryborough, Peel), Regional Municipality of Muskoka, District of Nipissing (Townships of Airy, East Ferris, West Ferris, Bonfield, Calvin, Papineau, Chisholm and Improvement District of Cameron) |
| 1.11 | NORTHERN ONTARIO (Large Urban) | Cities of Sault Ste. Marie, Sudbury, Thunder Bay, and North Bay |
| 1.12 | NORTHERN ONTARIO (Non-large Urban) | Districts of Algoma, Cochrane, Kenora, Rainy River, Sudbury, Thunder Bay, Timiskaming, Manitoulin, Nipissing, (Town- ships of Caldwell, Field, Mattawan, Widdifield, Springer and Improvement District of Temagami) |

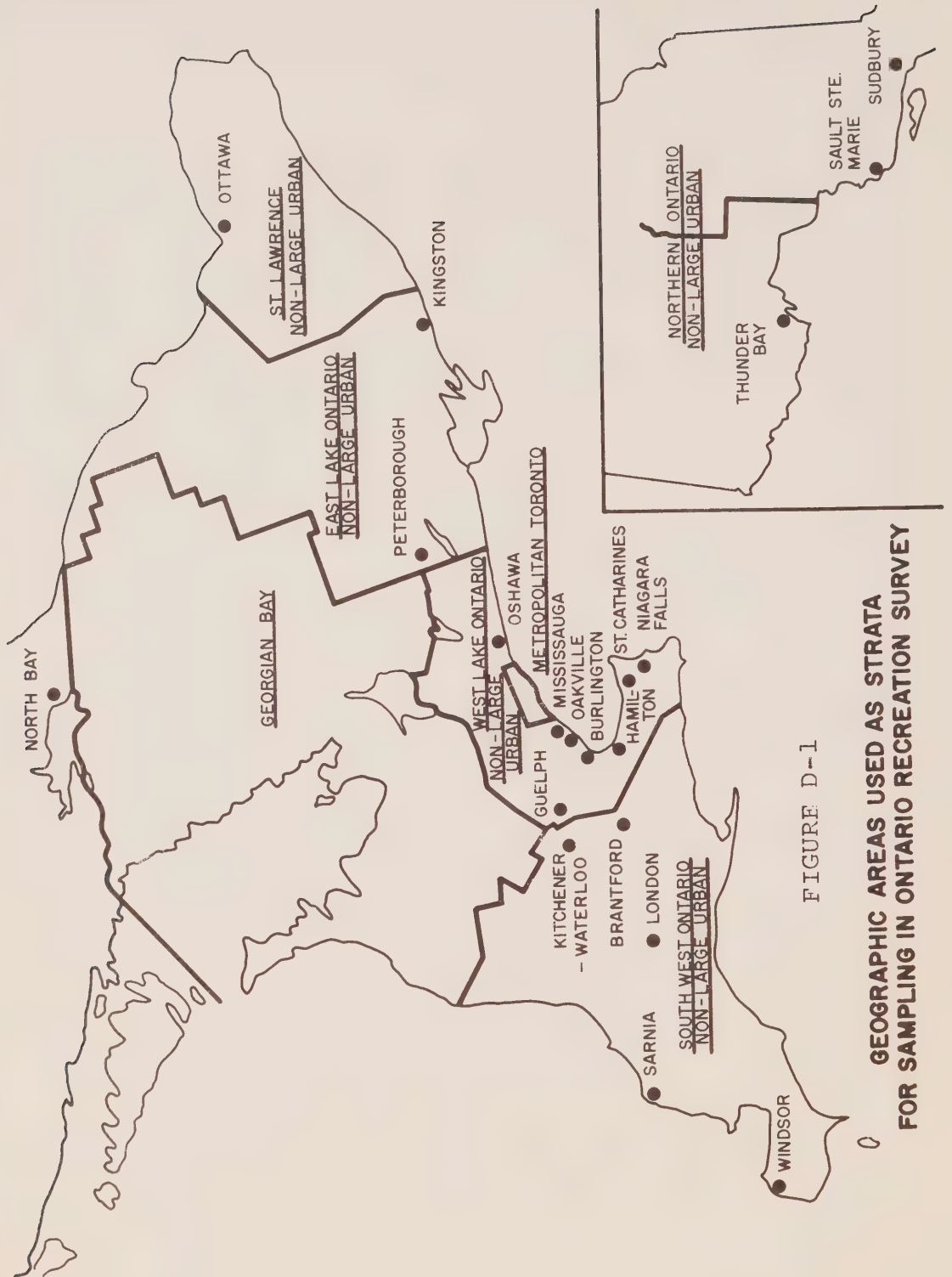


FIGURE D-1

**GEOGRAPHIC AREAS USED AS STRATA
FOR SAMPLING IN ONTARIO RECREATION SURVEY**

2. RECREATIONAL ACTIVITIES

Participation in any of the following recreational activities done primarily for remuneration is excluded. Participation by students as part of a formal curriculum is also excluded.

| | |
|--------------------------|---|
| SWIMMING | Participation in the act of swimming and/or wading. The water must be entered before this activity can occur. |
| RECREATIONAL* BOATING | <p>The act of travelling over water by boat for recreational purposes other than fishing or water-skiing. Sub-activities include:</p> <ul style="list-style-type: none">a. Motor boatingb. Canoeingc. Sailingd. Other boating (including kayaking and row boating). |
| FISHING | The act of pursuing any legal game fish (on a non-commercial basis) with the anticipation of catching it. |
| WATER-SKIING | The act of being towed or towing a water-skier with the anticipation of being towed over a water surface by means of a power vehicle. |
| PICNICKING | The act of having a planned outdoor meal away from one's residence (temporary or permanent). Picnicking only occurs when a major purpose of the outing is to eat. It does not include eating while at a campsite. Neither does it include the case where a person while fishing, etc., eats out of doors unless that eating was the major purpose for the outing. |
| HUNTING | <p>The act of pursuing any legal game bird or animal with the anticipation of bagging it. Hunting includes:</p> <ul style="list-style-type: none">a. Big game hunting - the hunting of moose, deer, black bear |

* Recreational purposes are not associated with work, school or shopping. Shopping includes both shopping for goods and services.

| | |
|---|---|
| | <ul style="list-style-type: none">b. Small game hunting - the hunting of rabbit, hare, ptarmigan, pheasant, grouse, bobwhite, woodcock, raccoon, squirrel, ground hog, fox, crowc. Water fowl hunting - the hunting of ducks, geese, coots, rails, and gallinules. |
| SNOWSHOEING, CROSS-COUNTRY SKIING | <p>The act of travelling for recreational* purposes across a snow and/or ice covered surface by means of:</p> <ul style="list-style-type: none">a. Snowshoesb. Cross-country skis |
| DOWNHILL SNOW SKIING | <p>The act of sliding down a snow or ice covered slope by means of "downhill skis".</p> |
| RECREATIONAL* DRIVING | <p>The act of travelling by motor vehicle (car or truck) in which the major purpose is to view natural (non-urban) landscape from a motor vehicle and not to get to or from school, work, or shopping.</p> |
| RECREATIONAL* CYCLING | <p>The act of travelling for recreational purposes on a:</p> <ul style="list-style-type: none">a. Bicycleb. Motorcyclec. Trail-bike |
| RECREATIONAL* SNOWMOBILING | <p>The act of travelling for recreational purposes on a snowmobile.</p> |
| HIKING | <p>The recreational act of travelling on foot for a considerable distance usually through uneven countryside. Considerable physical exercise is associated with this activity and it usually occurs over an uneven surface or terrain.</p> |
| RECREATIONAL* WALKING | <p>The act of walking for recreational purposes other than hiking. Recreational walking as opposed to hiking is less strenuous and occurs on even surfaces or terrain.</p> |
| ORGANIZED NATURE APPRECIATION | <p>The act of:</p> <ul style="list-style-type: none">a. Visiting a zoo or botanical gardenb. Visiting other nature displays or exhibits in parks (other than zoo or botanical garden)c. Going on a guided nature tour. |

* Recreational purposes are not associated with work, school or shopping. Shopping includes both shopping for goods and services.

PERSONAL
NATURE
APPRECIATION

The act of:

- a. Viewing or photographing species of birds, animals, insects or fish in their natural surroundings that is not done on guided tours.
- b. Viewing, photographing, sketching, painting or collecting species of plants in their natural surroundings that is not done on guided tours.
- c. Viewing, photographing, sketching, painting or collecting types of rocks in their natural surroundings that is not done on guided tours (rock collecting and carving is included here).

VISITING A
DEVELOPED
HISTORIC SITE
OR DISPLAY

The act of attending an area containing original buildings, restorations or monuments of historical significance.

VISITING A
MUSEUM OR
ART GALLERY

The act of visiting a building to observe artifacts (costumes, uniforms, historical books), natural historical displays of man and his culture both past and present, paintings, or sculptures. This may or may not include guided tours of the displays.

ATTENDING A
SPORTING EVENT
AS A SPECTATOR

The act of watching others participating in a sport requiring a recognized playing facility (an area designated and designed for playing a particular sporting event).

ATTENDING
LIVE THEATRE
OR CONCERT
PERFORMANCE

The act of visiting a designated place to see and/or hear live actors and/or musicians perform.

ATTENDING AN
ANNUALLY
SCHEDULED FAIR,
EXHIBITION,
SPORTSMAN SHOW,
FESTIVAL OR
SIMILAR SPECIAL
EVENT

The type of event must be specified.

VISITING A
PRIVATE NON-
COMMERCIAL
COTTAGE, CHALET,
HOBBY FARM, OR
OTHER FORM OF
SEASONAL
RESIDENCE

CAMPING Sleeping overnight away from home in either a tent, tent-trailer, travel trailer, pick-up camper (camper back) or van.

Other Recreational Activities

| | | |
|--|------------------------|--|
| GOLFING (does not include driving ranges or miniature golf) | RUGGER | GYMNASTICS |
| TENNIS | CRICKET | FENCING |
| HORSEBACK RIDING | LACROSSE | ROLLER SKATING |
| SKIN OR SCUBA DIVING | VOLLEYBALL | MOUNTAIN CLIMBING |
| ICE SKATING | WATER POLO | SPORTS CAR RACING |
| TOBOGGANING OR SLEDDING | EQUESTRIAN SPORTS | CAR RALLYING |
| CURLING | FIELD HOCKEY | STOCK CAR OR DRAG RACING |
| ICE HOCKEY | BADMINTON | RECREATIONAL FLYING, OR SKY DIVING |
| BASEBALL OR SOFTBALL | SQUASH | ARCHERY |
| FOOTBALL (CANADIAN) | BOCCE | TRAP OR SKEET SHOOTING |
| SOCCER | ALLEY BOWLING | BOXING OR WRESTLING |
| BASKETBALL | LAWN BOWLING | JUDO OR KARATE |
| HANDBALL | TRACK AND FIELD | STRENGTH SPORTS (e.g., WEIGHT LIFTING) |
| | TOURING AND TRAVELLING | SIGHTSEEING |
| SPECIALIZED SHOPPING | | |

Miscellaneous Activities

| | | |
|--------------------|--------------------------------|-----------------------------|
| GAMBLING | SHUFFLEBOARD | SURFING |
| KITE FLYING | NATURE PHOTOGRAPHY UNSPECIFIED | MOTORCYCLE RACING |
| SNOOKER | GO-CARTING | FLOOR HOCKEY |
| EXPLORING | TABLE TENNIS | FERRYBOAT RIDE (e.g., TOUR) |
| OTHER-UNCLASSIFIED | | |

3. LEISURE TIME ACTIVITIES

ARTS, CRAFTS AND HOBBIES
Includes:

Drawing; sketching; painting; sculpture; pottery; model building; dried, plastic or paper flower creation and arranging.

Singing, playing a musical instrument, acting, dancing (not lessons).

Electronics, kit building, repairing electronic equipment (TV), ham radio operation and repair.

Photography - family, buildings, special events (excludes photographing birds, animals, fish, plants or rocks); photo processing.

Home movies or slide shows.

Collecting (except plants/rocks) e.g., coins, stamps.

Sewing, dressmaking, mending.

Weaving, knitting, stitchery, macrame.

Cooking, baking, preserving, family barbecue.

Carpentry.

Family tree/tracing ancestry.

Animal husbandry.

Arts, crafts, hobbies unspecified.

RELAXING INDOORS
Includes:

Sleeping, napping.

Relaxing, just sitting, resting, lying down.

Watching TV.

Listening to radio.

Listening to records/tapes.

Reading books, magazines, newspapers.

Personal hygiene (unspecified).

Taking a bath, shower.

Letter writing, diary.

Telephoning.

EXERCISING
Includes:

Keep fit exercises - yoga, 5BX.

Jogging.

Sauna, steambath, massage.

RELAXING OUTDOORS
Includes:

Sunbathing.

Relaxing outdoors - in yard.

Walking dog/cat.

Casual bird watching.

People watching.

EDUCATION
Includes:

Lessons - music, correspondence, dance, acting, driving.

Classes, lectures.

Evening classes.

Homework, studying.

Going to the library.

Education - unspecified.

INFORMAL SOCIAL ACTIVITIES
Includes:

Entertaining at home.

Visiting friends or relatives.

Watching or playing with children.

Going to a pub, tavern, night club, discotheque.

Going to show, movie or the cinema.

Dining or eating out in restaurants.

Going to the horse races, harness races, etc.

Window or pleasure shopping.

Going to parties.

Other entertainment - unspecified.

Playing bridge.

Playing other card games - e.g., euchre, gin rummy, etc.

Playing chess.

Playing other games - e.g., monopoly, croquet, miniature golf, etc.

Meeting the people and learning about other cultures' life styles - i.e., cultural mixing.

COMMUNITY AND SERVICE
ACTIVITIES
Includes:

Church - gospel meeting, worship, bible classes, confirmation classes, communicant classes, instruction.

Church - committee, service, club.

Civic service association - Kiwanis, Rotary, etc.

Youth club, drop-in centre, etc.

Specific interest club (rod and gun).

Ethnic clubs.

Voluntary agencies, charities, health service agencies - e.g., Big Brothers, Y's, hospital volunteers, etc.

Politics - related to elections.

Politics - related to community action - i.e., ratepayers, PTA, etc.

Other social clubs.

Coaching sport teams - baseball, hockey, etc.

HOME IMPROVEMENT
MAINTENANCE

Includes:

Interior decorating.

Home furniture repairs.

Home appliance repairs.

Car, boat, motorcycle, snowmobile repairs.

Gardening.

Cutting grass, trimming trees and shrubs.

Snow shovelling.

Other odd jobs.

4. MEANS OF
ACCOMMODATION

HOTEL
Includes:

An establishment which hires out accommodation units (rooms) for rent. These include:

a. Hotel; Motor Hotel; Motel

(i) Hotel:

An establishment which rents out accommodation units which are accessible from the interior.

(ii) Motor Hotel; Motor Inn:

An establishment which rents out accommodation units in which the access to units is typically neither completely from the interior only, nor from the exterior only, and in which the units are in groups of three or more under one roof.

(iii) Motel:

An establishment which rents out accommodation units in which units are normally accessible only

from the exterior and in which the majority of units are in groups of three or more under one roof.

b. Tourist Home; Commercial Cabin

(i) Tourist Home:

An establishment, typically a converted private home, which rents accommodation units.

(ii) Commercial Roadside Cabin:

An establishment which rents accommodation units which are arranged either singly or in pairs under one roof.

c. Youth Hostel:

A non-profit or government-run establishment providing accommodation for transients.

RESORT LODGE

An establishment which hires out accommodation units for rent and where recreational facilities, services, and entertainment can be obtained either as part of the accommodation or at additional fee.

PRIVATE RECREATION HOME
Includes:

A residence used as the base of leisure and recreational pursuits.

a. Hobby Farm:

A building with surrounding grounds used as a secondary residence for farming or recreational activities (raising crops, livestock, tree crops, wildlife, gathering and collecting).

b. Cottage:

A building used as a temporary residence located on or near a body of water.

c. Chalet/Cabin:

A building used as a temporary residence located inland at some distance from a body of water.

HOME OF FRIENDS OR
RELATIVES

A permanent accommodation residence offered by friends or relatives.

ACCOMMODATION ASSOCIATED
WITH CAMPING
Includes:

a. Tent

b. Tent-Trailer:

A vehicular portable structure built on its own chassis, having a rigid or canvas top and side walls which may be folded or otherwise condensed for transit.

c. Pickup Camper/(Camper-Back),
Van:

Includes both of the following definitions:

(i) Slide-in Camper:

An accommodation body that fits into a standard vehicle and is designed to be easily removable.

(ii) Chassis-mounted Camper:

An accommodation body that attaches onto a truck chassis not intended for removal.

d. Travel Trailer:

A vehicular portable structure built on a chassis, which when factory-equipped for the road, shall have a body width not exceeding eight feet.

e. Other (please specify):
This category shall include
a motorized home or any
other type of unit not
included above.

(i) Motorized Home:
A vehicular portable
structure being of
self-propelled design.

OUTPOST ESTABLISHMENT

Any fixed or mobile rental unit
that is remote from a main tourist
establishment or base of
operations and accessible only
by air, water, or forest trails,
and is rented out for recreational
purposes.

TOURIST OUTFITTER

A tourist establishment that
offers some accommodation and
which serves primarily as a
base of operation for provision
of goods and/or services to
people who wish to participate
in recreational activities
such as hunting, fishing, wilderness
camping and canoeing.

OTHER

Unclassified.

5. MISCELLANEOUS

FREE TIME ACTIVITY

Includes any of the recreational or leisure time activities listed in Sections 2 and 3 of this Appendix.

WEEKEND TRIP

Any pleasure trip taken on the respondent's weekend or days off, for recreational purposes or to visit friends or relatives on which at least one but no more than four nights is spent away from home.

VACATION TRIP

Any pleasure trip during the respondent's vacation for recreational purposes or to visit friends or relatives on which at least one night is spent away from home.

APPENDIX E

DEFINITIONS USED IN THE PREFERENCE AND CONSTRAINTS REPORT

1. PREFERRED DESTINATIONS FOR WEEKEND TRIPS
2. PREFERRED DESTINATIONS FOR VACATION TRIPS
3. PREFERRED MEANS OF ACCOMMODATION
4. REASONS GIVEN FOR LESS THAN DESIRED PARTICIPATION
5. REASONS FOR CHOOSING AN ACCOMMODATION TYPE
6. HOUSEHOLD COMPOSITION
7. DWELLING TYPE
8. RECREATIONAL ACTIVITIES

1. PREFERRED DESTINATIONS FOR WEEKEND TRIPS

For the purposes of the Preference and Constraints Report the preferred locations for weekend trips were categorized into 15 destination areas as follows:

| | |
|---|--|
| OTTAWA/ST. LAWRENCE AREA | Ottawa (Large Urban) Strata St. Lawrence (Non-large Urban) Strata |
| KINGSTON-PETERBOROUGH/ EAST LAKE ONTARIO | Kingston-Peterborough (Large Urban) Strata East Lake Ontario (Non-large Urban) Strata |
| WEST LAKE ONTARIO | West Lake Ontario (Large Urban) Strata West Lake Ontario (Non-large Urban) Strata |
| METRO TORONTO | Metropolitan Toronto (Large Urban) Strata |
| SOUTHWESTERN ONTARIO | Southwestern Ontario (Large Urban) Strata Southwestern Ontario (Non- large Urban) Strata |
| GEORGIAN BAY AREA | Georgian Bay Area (Non-large Urban) Strata |
| NORTHEASTERN ONTARIO | Districts of Sudbury, Timiskaming, Cochrane, Manitoulin, Algoma, Nipissing (Townships of Caldwell, Field, Mattawan, Widdifield, Springer and Improvement District of Temagami), Cities of Sault Ste. Marie, Sudbury, North Bay |
| NORTHWESTERN ONTARIO | Districts of Kenora, Rainy River, Thunder Bay, City of Thunder Bay |

| | |
|---|---|
| PROVINCE OF QUEBEC | Province of Quebec; Cities of Montreal, Quebec City, Hull |
| MARITIME PROVINCES | Provinces of Nova Scotia, New Brunswick, Prince Edward Island, Newfoundland (including Labrador); Maritimes - unspecified |
| MANITOBA, SASK., ALTA., B.C., YUKON, N.W.T. | Provinces of Manitoba, Saskatchewan, Alberta, British Columbia; Yukon Territories, Northwest Territories, Northern Canada - unspecified, Western Canada - unspecified; Cities of Calgary, Edmonton, Regina, Winnipeg, Vancouver |
| CANADA - UNSPECIFIED | Unspecified destinations in Canada |
| NEW YORK STATE | State of New York; Cities of New York and Buffalo |
| REST OF U.S.A. | All destinations in the Continental United States except those in New York State |
| REST OF WORLD | All remaining destinations |

2. PREFERRED DESTINATIONS FOR VACATION TRIPS

The preferred locations for vacation trips were categorized into 15 destination areas as follows:-

| | |
|--------------------|---|
| BRITISH COLUMBIA | Province of British Columbia; City of Vancouver |
| QUEBEC | Province of Quebec; Cities of Montreal, Quebec City, Hull |
| MARITIME PROVINCES | Provinces of Nova Scotia, New Brunswick, Prince Edward Island, Newfoundland (including Labrador); Maritimes - unspecified |

| | |
|--|---|
| MANITOBA, SASK., ALTA., YUKON, N.W.T. | Province of Manitoba, Saskatchewan, Alberta, Yukon Territories, Northwest Territories, Northern Canada - unspecified; Cities of Calgary, Edmonton, Regina, Winnipeg |
| ONTARIO | Province of Ontario (all Strata) |
| CALIFORNIA | State of California |
| HAWAII | State of Hawaii |
| FLORIDA | State of Florida |
| REST OF U.S.A. | All destinations in United States except those in California, Hawaii or Florida |
| WEST INDIES | Barbados, Bermuda, Leeward Islands, Cuba, Dominican Republic, Guadeloupe, Haiti, Caribbean, Jamaica, Martinique, North Antilles, Puerto Rico, Windward Islands, Trinidad, Tobago, Virgin Islands, Antigua |
| MEXICO | Country of Mexico |
| BRITISH ISLES | Scotland, Northern Ireland, England, Wales, Hebrides |
| REST OF EUROPE | Austria, Belgium, Bulgaria, Czechoslovakia, Denmark, Finland, France, Germany, Greece, Hungary, Iceland, Italy, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Spain, Sweden, Switzerland, U.S.S.R., Yugoslavia; Europe - unspecified |
| AUSTRALIA, NEW ZEALAND | Countries of Australia, New Zealand |
| REST OF WORLD | All remaining destinations |

3. PREFERRED MEANS OF ACCOMMODATION

The preferred means of accommodation (as outlined in Appendix D) for weekend and vacation trips were combined into seven types as follows:

| | |
|---------------------------------------|--|
| HOTEL OR MOTEL | Hotel or Motel |
| TENT | Tent |
| RECREATIONAL (CAMPING) VEHICLE | Tent Trailer, Pickup Camper, Travel Trailer, Mobile Home |
| PRIVATE RECREATION HOME | Private Hobby Farm, Private Cottage, Private Chalet or Cabin |
| RESORT | Resort Lodge |
| PRIVATE HOME OF FRIEND OR RELATIVE | Home (friend or relative) |
| MIXED OR OTHER | Tourist Home, Youth Hostel, Outpost Establishments, Tourist Outfitter, Mixed Accommodation, Other |

4. REASONS GIVEN FOR LESS THAN DESIRED PARTICIPATION

The reasons respondents gave for less than desired participation in recreational activities (as outlined in Section 8.2., Appendix D of ORS Volume 8) have been combined as follows:

| | |
|----------------|--|
| NO OPPORTUNITY | There is no opportunity to do it near my home. |
| COSTS TOO MUCH | It costs too much to participate (including equipment costs). |

| | |
|------------------------------|---|
| POOR FACILITIES | The facilities or area to do it near my home are poor quality, inadequate, not challenging. The facilities near my home are too crowded. |
| WORK/SCHOOL RESPONSIBILITIES | Not enough time - because of work (school). |
| HOME RESPONSIBILITIES | Not enough time because of responsibilities at home. |
| LACK THE SKILL | I don't know how to do it, I lack the skill. |
| OTHER REASONS | I am physically unable to participate. Too dangerous. Bad weather. No one to do it with, no organized programme. No means of transportation. Facilities unknown. Babysitter(s) unavailable. Other priorities. Ecological reasons (due to pollution, over-fishing, or abuse of facilities). Temporarily physically unable to participate (pregnancy/broken limbs). Don't know. |

5. REASONS FOR CHOOSING AN ACCOMMODATION TYPE

The reasons for selecting an accommodation type on a preferred weekend or vacation trip were based upon typical responses to the preference section of the ORS questionnaire.

| | |
|---------------|---|
| ACCESSIBILITY | Convenient, available, handy |
| COST | Cheaper, economical, reasonable, less expensive |
| COMFORT | Comfortable, relaxing |

| | |
|-------------------------------|--|
| PRIVACY | Quiet, not crowded, intimate |
| ENVIRONMENT | Fresh air, natural, like outdoors, like to rough it, good scenery |
| PLEASURE | Fun, enjoyment, excitement |
| RELIABILITY | Good service, good food, clean, safe, no worry, dependable |
| VISITING FRIENDS OR RELATIVES | Reunions, invitied (expected) |
| LUXURY | A treat, no work, air-conditioned, don't like roughing |
| VARIETY | A change, variety, something different, unique experience |
| SOCIAL REASONS | Friendly, can meet people, like company, good companionship |
| OWNER | My land, my lodge, etc. |
| FREEDOM | Open space, independence |
| MOBILITY | Allows easy travelling |
| NO CHOICE | Necessity, only thing available |
| ACTIVITY | So I can do the activity |
| OTHER | No particular reason, like it, my preference Babysitter available Planned tour available Do not know about other kinds of accommodation available there Don't know |

6. HOUSEHOLD COMPOSITION

The following household composition categories were developed by combining the household composition categories outlined in Section 17.2, Appendix D, of Volume 8 of the ORS reports:

| | |
|-------------------------|--|
| FAMILY HOUSEHOLD | A household having present only individuals who are defined as Male Head of Household, Female Head of Household, Son or Daughter |
| SINGLE PERSON OR COUPLE | A 'couple'; non-family household with only a male head and a female head present. Single person; respondent is only person in household |
| NON-FAMILY HOUSEHOLD | A household in which there is no clearly defined household head or one which can not be categorized by the above definitions |

7. DWELLING TYPE

| | |
|-----------------|--|
| SINGLE DETACHED | A structure with one dwelling only separated by open space from all other structures except its own garage or shed |
| APARTMENT | An apartment in an apartment building or in a house that has been converted into apartments. This includes dwelling types such as triplex, quadruplex, etc., or apartment(s) in a non-residential building such as a school or over a store. |
| SEMI-DETACHED | A dwelling joined to only one other dwelling, separated from it by a wall extending from ground to roof, i.e., one of two attached dwellings separated |

by open space from all other structures.

ROW HOUSE

Each dwelling unit in a row of three or more dwellings separated from each other by walls extending from ground to roof; "town houses", "garden homes", "maisonettes", etc., are considered row houses.

8. RECREATIONAL ACTIVITIES

COTTAGING

For the purposes of the Preference and Constraints report cottaging refers to the activity of visiting a private recreation home.

CAMPING, COTTAGING,
VISITING FRIENDS OR
RELATIVES

In Chapter VII preference values for camping, cottaging and visiting friends or relatives are based upon the preferences of respondents for the types of accommodation associated with these activities as well as the actual preferences for the recreational activities themselves.



Province
of
Ontario

Queen's Park
Toronto
Canada

William G. Davis, Premier
Rene Brunelle, Provincial
Secretary for Resources Development

3 1761 11546954 6

